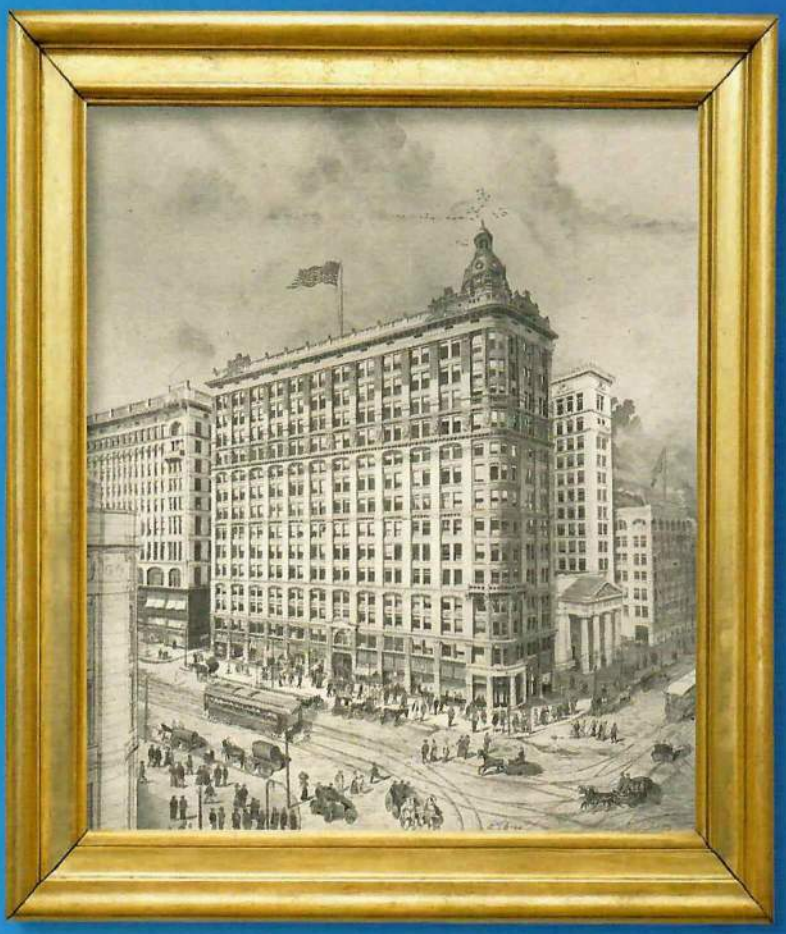
ISSN 1059-1249

Volume 36 No.4
April 2025

collecting... projecting...

the magic lantern Gazette

and sharing



SCHOFIELD BUILDING

2000 EAST 9TH STREET, CLEVELAND, OHIO, COMPLETED 1902, ONE TIME HOME OF THE BUCKEYE STEREOPTICON COMPANY. IT CONTINUES TO OPERATE TODAY AS A BOUTIQUE HOTEL.

See article on Page 3

The Magic Lantern Society of the United States and Canada

www. magiclanternsociety.org

Dr. John Gorham's Kaleidoscopic Color Top

Gorham's Color Top was patented in April 1858. It was intended for "the express purpose of effecting changes in colour by motion" for artists, philosophers as well as "a source of high gratification as a toy for the family circle."

For further information on this interesting subject, the reader is referred to Goethe's Theory of Colours, translated by Sir C. L. Eastlake; to The Principles of Harmony and Contrast of Colours, by M. E. Chevreul, translated by J. Spanton; to Sir J. G. Wilkinson on Colour and Taste; and to a paper by Dr. Gorham in the Quarterly Microscopic Journal, for January, 1859.*

* This paper is published separately, in the form of a pamphlet, and may be procured of the Author, or

Suter & Alexander, Export Stationers, 32, Cheapside, London, E.C.

or, of course, from Jim Vendeland's new book, see the short article on page 27 of this journal.

Editorial

Spring is at last springing in our part of the world and we hope all is well with you too! This issue we are greatly indebted to Ron Easterday for his in-depth research into the Buckeye Stereopticon Company. As manufacturers of a range of sheet metal objects, including magic lanterns, their 'Mirroscope' postcard projectors seem to have been a major part of their production. They made them from 1906 until 1916, but even up to the 1930s projectors like the original design were still being marketed as Mirroscopes. By this time it had become a generic name for postcard projectors.

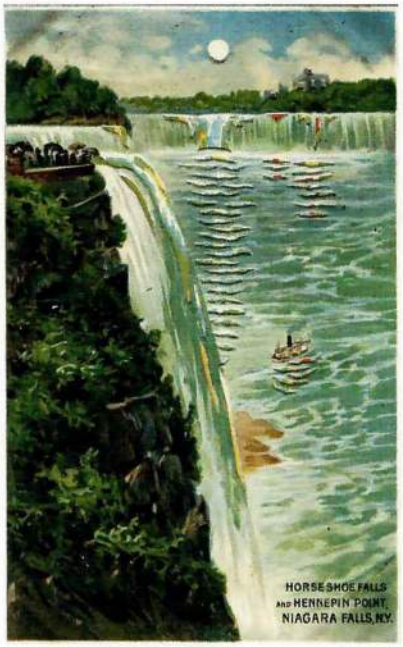


Fig 1: Hold to light postcard of the Niagara Falls.

Postcard collecting was a hugely popular hobby for our ancestors, both here and in Europe. 'Faraway places with strange sounding names' could be viewed on your postcards long before the Internet made images easily available. As an offshoot to our magic lantern slide collection we were also attracted to tissue post cards, where one could be lucky enough to get a postcard which was rather like a dissolving view in that one could turn daylight into night simply by moving the card relative to the light source

There are also 'hold to light' cards. We were fortunate enough to obtain a nice set of six of the Niagara Falls (see figures 1 & 2), which formed a pleasing addition to the magic lantern collection.

Fig 2: Holding the card to light allows the moon and water ripples to light up.

It has been drawn to our attention by Mary Ann Aukland of The (British) Magic Lantern Society that members should be reminded about copyright rules regarding recorded music. She writes, in The Magic Lantern journal, "All recorded music is subject to copyright on both the original composition and each recording of it, lasting 70 years from the death of the composer or making the recording. Editing a track or just using an extract does not get round this. However, there is music available that you can purchase a 'licence' to use at reasonable cost and music by a long-dead composer performed live at a meeting is not subject to copyright." Mary Ann suggests that those wishing to use recorded music could contact George Aukland (contact@magiclantern.org.uk) to clarify the situation. Now we are live streaming more events via YouTube etc, breaching copyright will risk the Society channel being blocked, making content unavailable and potentially putting the Society into a difficult financial situation.

A huge thankyou to all our contributors to this issue - Ron Easterday, David Evans, Karl Link and Jim Vendeland.

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President's Message

To anyone looking at the Magic Lantern events calendar for this spring an astonishing array of events, performances, and exhibits presented itself.

For those who like to travel there were a wide variety of places to visit with Magic Lantern related things to see. One might go and find oneself in New York, Salem Massachusetts, or somewhere in Europe, be it Portugal, Spain, England, or Germany. Or one might even choose Tangier in Morocco, or go as far as Japan. The only thing missing to make your travel plans easier would be a free travel pass. Or perhaps a magic carpet to magically take you to all these Magic Lantern events.

Obviously the ML season is off to a good start. Will it continue like that for the rest of the year 2025? I for one hope it will. To anyone looking at the larger picture however, the situation does not look quite so optimistic.

Here in the United States many are worried about the intended governmental budget cuts which will affect the future of various projects in the Arts and Humanities. At the moment we cannot predict in any detail how things will turn out, other than calling the situation "generally bad" as some have put it. What is clear however is that there will be a considerable decrease in all government funded programs.

For the time being the outlook for the Magic Lantern is still good. The long-term future is another story. One safe thing to say is that what will happen next is difficult to predict, a situation with which by now we have all had ample opportunity to become familiar with.

Hoping to see you in one of the coming Magic Lantern events,

Karl Link

President

Forthcoming Events

May 15-18, 2025, ***Tintypes, Telegraph and Magic Lantern Shows,*** Matt Schnittker at the Columbia Diggins 1852, Columbia State Historic park, Columbia, CA 95310.

Many other items can be seen on the inside back cover, where the Magic Lantern Calendar is displayed.

Enjoy your travels!

Image from the Karl Link Collection

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The Rise and Fall of

THE
Buckeye Stereopticon Co.
CLEVELAND, OHIO

1905 - 1912

Adapted and expanded from a presentation given at the Cleveland Convention, 2022

Ron Easterday with research assistance by Dorothy Easterday

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But the Name Lives On...

The Buckeye Legacy lives on through the Mirroscope

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Introduction

This is a story of financial speculation, multiple bankruptcies, mergers, acquisitions, and a willingness, or perhaps necessity, to produce for sale most anything that could be manufactured by forming light-gauge sheet metal and adding glass and/or wood components.

It is also the story of a 2-1/2 acre property on the east side of Cleveland that has been home to seven companies, sometimes overlapping in operations, over the last 124 years - all of which were in some form fabricators of light-gauge metal products. The first 22 years saw the first five companies come and go while the current enterprise, 100 years old in 2023, continues today as a very successful operation.[1]

It has not been discovered, and at this point seems unlikely we will ever discover, what prompted members of the McCaslin family to produce and sell stereopticons in addition to the wide range of other products in their factory during the early 1900's. The source of the company name at least is obvious - Ohio being known as the "Buckeye State" – although there are various stories of how this State nickname came to be from benign to inflammatory.

Perhaps it was as simple as manufacturing stereopticons seemed an easy way to expand their product line and make money given the time period. And it is likely that Walter McCaslin experienced lectures using stereopticons during his higher education years at Grove City College and then Princeton University.[2]

Or it may be that Walter's father and Thomas T. McCaslin's brother, the Presbyterian Reverend Richard McCaslin, used a stereopticon for religious teachings and thus Walter and his uncle were familiar with such devices.

We know from reports in *The Cameron County Press* newspaper that Reverend McCaslin did play lead roles in at least two magic lantern pageants at the Opera House (Figure 1) of the modest town of Emporium, Pennsylvania, where Walter was raised: *The English Reformation* September 14 and 15, 1903[3, 4, 5] and *The Scottish Reformation* March 2 and 3, 1905,[6, 7] which surely the McCaslin family would have known about. Perhaps hearing or seeing this grand entertainment inspired the McCaslin's to produce and sell stereopticons. We know from newspaper accounts that Walter returned to his home town at least annually between 1899 and 1905 to visit his family, ending when his father died suddenly[8] on December 31, 1905, although Walter did not return to attend his father's funeral.[9]

Figure 1 Emporium Opera House, Courtesy Cameron County Historical Society/Susan Hoy[10]

These traveling pageants were hours-long extravaganzas, a mix of live actors, music, singing, and magic lantern slides, produced and narrated by Mrs. H.E. Monroe. These pageants, from the newspaper accountings from the shows in which Reverand McCaslin played lead roles, are described in detail in the Gazette article *Rhodes Opera House Revisited - In the year of the 125th Anniversary of the Tragedy.*[11]

But now I begin to digress and we must return to the story of the Buckeye Stereopticon Company.

A Family Affair – Timeline of the Buckeye Stereopticon Company

The four key players of the Buckeye Stereopticon Company were Walter L. (Lowrie) McCaslin, secretary, president (Figure 3), and sales manager; brother Thomas A. (Andrew) McCaslin (Jr.), also known as "T.A.", sales manager, vice-president, and president the final few years (Figure 4), cousin Albert A. (Andrew) McCaslin, vice-president at the end; and uncle Thomas A. (Andrew) McCaslin (Figure 5).

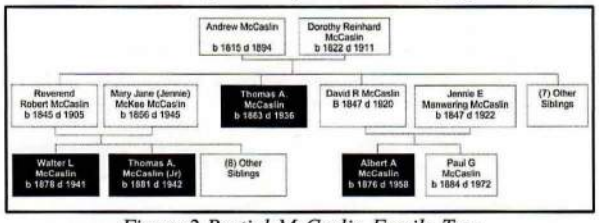


Figure 2 Partial McCaslin Family Tree

W. L. McCASLIN

Figure 3 Walter L. McCaslin, age 32. A History of Cleveland, Ohio – Biographical – Illustrated, Volume III, S. J. Clarke Publishing, 1910

Figure 4 (left). Walter's brother, Thomas Andrew (T.A.) McCaslin (Jr.) Pottstown Mercury, *January 3, 1951, page 5, age unknown, published nine years after his death*

Figure 5 (right) Walter's uncle, Thomas Andrew McCaslin, age 37 Men of Ohio in Nineteen Hundred, *Benesch Art Publishing Co, 1901,page 9*

Walter L. McCaslin was born September 9, 1878, in Plain Grove, Pennsylvania and graduated from high school in Emporium, Pennsylvania. He spent two years at Grove City College, Grove City, PA, then two years at Princeton Preparatory School before moving to Cleveland, Ohio in October of 1899 at the age of 20, where his uncle, Thomas A. McCaslin was an established attorney.[2, 12, 13]

From an October 26, 1899 newspaper report[14] Walter moved to Cleveland to "enter a law office to study law" but actually worked two years at the Ratings and Collecting Company, one year as a bank cashier at the Perry Savings Bank, and three years for the IRS as a deputy collector, taking him through the year 1905.[2] During this time postings in the social columns of Walter's hometown newspaper, *The Cameron County Press,* notes annual visits home to visit his parents[15] and a 1903 trip home to attend a Bachelor Girls' Club camping trip composed of 10 girls, 10 men, and 2 chaperones,[16] although Walter's future wife, Millie Robinson of Cleveland and 11 years younger,[17] was not one of the listed "Bachelor Girls." It seems Walter was doing everything during this period except studying law.

But business plans must have been in the works, presumably with the backing of Walter's uncle, a lawyer 15 years his senior and his cousin Albert McCaslin who was active in real estate and banking, both working in Cleveland, although neither of their names appear in the original incorporation listing. The Buckeye Stereopticon Company was incorporated near the end of 1905 with $ 10,000 capital.[18] By 1906 Walter is Sales Manager with "General Offices" and "Demonstration Room" as part of a three-room suite in the new, prestigious 14–story Schofield

Building (Figures 6 & 7) in downtown Cleveland at the south-west corner of E 9th St and Euclid Ave, 2000 E. 9th St. The offices were 2nd from the top, on the 13th floor, and would have commanded a fine view of the City.[19, 20, 21]

Figure 6. Schofield Building, 2000 East 9th Street, Cleveland, Ohio, completed 1902[22, 23, 24, 25, 26, 27, 28] It continues to operate today as a boutique hotel[29]

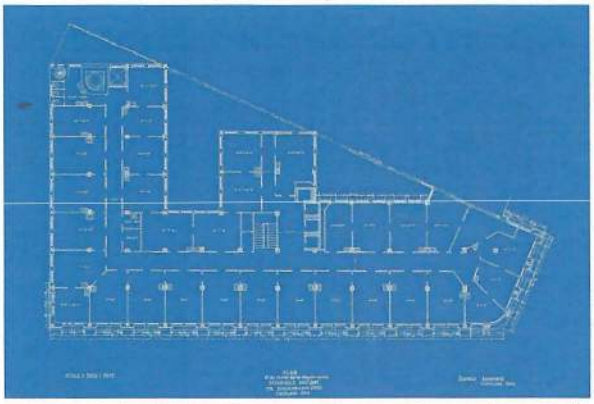


Figure 7. Schofield Building, typical original upper floor plan[30]

The 1912 *Talking Machine World* (Figure 8) stated "The Buckeye Stereopticon Co., who do an extensive business in their line, contemplate using a talking machine in their demonstration rooms 1314-1318 Schofield building. It will lend additional attractiveness and aid in their sales."[20]

In 1907 Walter is found listed as "Secretary" of the Buckeye Stereopticon Company at 6118 Carnegie Avenue[31] in a 2-story, 2,400 square foot building formerly noted as a small storefront with dwelling

VOL. II. No. 12.
SEVENTY-EIGHT PAGES
The TALKING MACHINE WORLD
AND NOVELTY NEWS
Published Each Month by Edward Lyman Bill at 1 Madison Avenue, New York. December 15, 1906

Figure 8

unit behind[32] with Walter listed as "President" in 1908.[33] By 1909, Walter's brother, Thomas A. (Jr). is listed as "2nd Sales Manager and operations are expanded to include 5804 Carnegie Ave,[34] a 3-story, 8,000 square foot building[35] which was, through 1907, home of the "George G. Ross Feather Renovating & Mattress Factory", then "The Cleveland Mattress Company."[36] Presumably these two buildings contained administrative/production facilities including, perhaps, photographic capabilities as discussed in the following section *The Slides,* while the sales office remained in the downtown Schofield Building. Note that prior to 1906, Carnegie Avenue was East Prospect Street with different address numbers.

By 1910 Thomas A. (Jr) was promoted to Vice President and Walter remained as president.[37] This continued through 1911.[38] By early 1912, Thomas A. (Jr.) was listed as "Second vice-president and manager of sales." [39]

Now we must pause this narrative and return to the year 1900 and the founding of another company that would prove integral to the growth of the Buckeye Stereopticon Company, but perhaps leading to its over-expansion and demise.

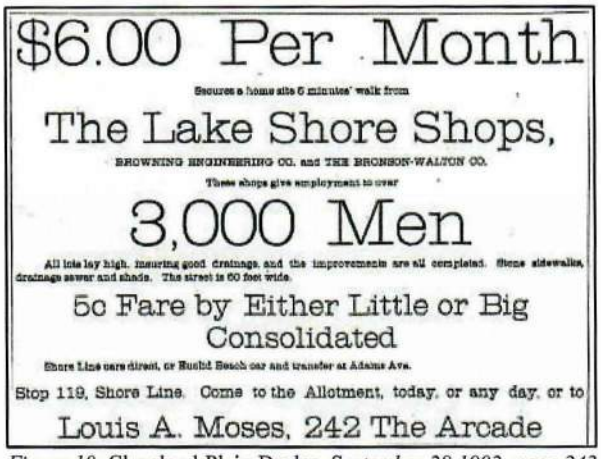
The Bronson-Walton Company "Manufacturers of Hardware Specialties" and member of the American Hardware Manufacturers' Association[40] was the successor of the Bronson Supply Company of Cleveland, OH and New York, NY, manufacturer of "Never-Break Steel Hollow-Ware," wire cloth, hexagon netting, bank and office railing, and window guards (Figure 9).[41]

The Bronson-Walton Company was incorporated in 1900 with $ 50,000 capital.[42] The Bronson-Walton Company purchased property in 1901[43] and was established in a new 2-story factory with "stamping and machine room, assembling, stock room, carpentry shop, electric dynamo, and steam power"[44] on Sackett Avenue, on the east side of Cleveland in what is now Euclid, Ohio, in the fast-growing neighborhood of Collingwood. In the short time from October 1901 to the summer of 1902, Collingwood was expected to

Figure 9. Bronson Supply Co. of Cleveland and New York "Never Break Steel Cooking Utensils" catalog front and back pages, circa 1891.

grow by 2,000 persons.[45]

In 1902 homes were advertised for $ 6.00 per month stating Collingwood real estate was "booming" with over 6,000 men employed by the Lake Shore [railroad] shops, Browning Engineering Co. and Bronson-Walton Company (Figure 10).[46]


$6.00 Per Month

Secures a home site 6 minutes' walk from

The Lake Shore Shops,

BROWNING ENGINEERING CO. and THE BRONSON-WALTON CO.

These shops give employment to over

3,000 Men

All lots lay high, insuring good drainage, and the improvements are all completed. Stone sidewalks, drainage sewer and shade. The street is 60 feet wide.

5c Fare by Either Little or Big Consolidated

Shore Line cars direct, or Euclid Beach car and transfer at Adams Ave.

Stop 119, Shore Line. Come to the Allotment, today, or any day, or to

Louis A. Moses, 242 The Arcade

Figure 10. Cleveland Plain Dealer, *September 28,1902, page 242*

The Bronson-Walton company manufactured metal and wood-metal items such as coffee grinders and the trademarked line of "Never-Burn" dripping pans, roasters and baking pans (Figures 11 & 12).[47]

Yet the new Bronson-Walton Company was short-lived, by 1906 the Sanborn map[48] listed the Buckeye Stereopticon Company manufacturing "Hardware Specialties" on the site of the Bronson-Walton factory. In January 1909 the Bronson-Walton Company was delinquent in property taxes and by December, 1909, was in receivership with the factory for sale (Figure 13).[49] In June, 1910 T. A. McCaslin, Walter's uncle, purchased the Bronson-Walton fac-

Figure 11. Bronson-Walton Company coffee grinders

Figure 12. Bronson-Walton Company "Never-Burn" roasters, bakers, and dripping pans, The House Furnishing Review, *April 1905*

tory for the five-year old Buckeye Stereopticon Company at a cost of $ 41,500.[50] Of note is the Cleveland City Directory still listed the address of the Buckeye Stereopticon Company at 6118 Carnegie Avenue through 1910 and 5804 Carnegie Avenue though 1911, so some manufacturing/administrative functions remained on Carnegie Avenue.[51] This is consistent with the 1910 Cleveland Plain Dealer article discussed in *The Slides* section regarding one of the Carnegie Ave sites.

By now the factory on Waterloo Road, formerly Sackett Avenue, consisted of 3 buildings, plus a 65 foot tall, 30,000 gallon elevated water tank to supply the modern factory's fire sprinkler system, 270 square foot brick oil house with 3,000 gallon underground oil tank, and 100 foot long concrete loading dock on rail siding of the busy Lake Shore and Michigan Southern Railroad (Figure 14).[52] The main

FOR SALE, THE METAL STAMPING PLANT OF THE BRONSON-WALTON COMPANY, Collinwood, O., situated on private switch, thoroughly equipped with modern machinery for the manufacture of sheet metal stampings. The plant has an established trade in its own hardware specialties and is now being operated on unfilled orders. Correspondence solicited.
F. B. Bicknell, Receiver,
Chamber of Commerce,
Cleveland, O.

*Figure 13.*Cleveland Plain Dealer, *December 14, 1909, page 13*

building was a brick two-story structure: 24,000 square feet with stamping, engraving, carpentry shop and an attached 8,500 square foot wood-framed structure housing assembly, machine shop, office, warehouse/shipping. A second, 3,000 sf building housed a 65 horsepower dynamo room with 18 foot tall steam boiler room. A third building of 2,600 sf was one-story, brick construction with "Japanning" and plating rooms. The factory facilities totaled nearly 30,000 square feet.[53]

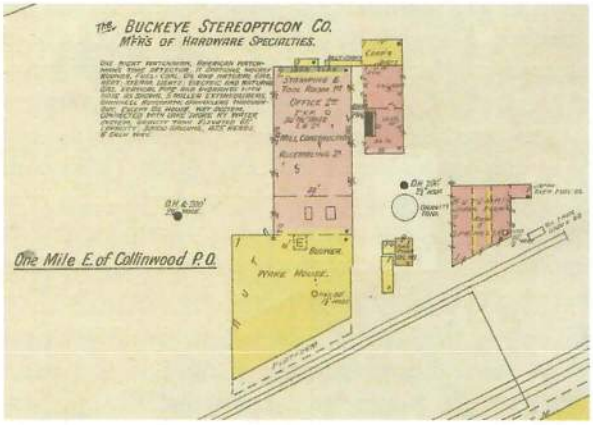


Figure 14. Sanborn Map, 1906

The Buckeye Stereopticon Company was hiring, advertising its close proximity of a half-mile walk from the end of the St. Clair Collinwood [street car] line, an easy commute from Cleveland (Figures 15, 16, & 17).[54]

GIRLS living in Collinwood to do light assembling. Apply Buckeye Stereopticon Co., end of St. Clair Collinwood line.

Figure 15

Cleveland Plain Dealer, *September 25,1910*[55]

POLISHERS AND HELPERS IN PLATING PLANT. BUCKEYE STEREOPTICON CO., END OF ST. CLAIR COLLINWOOD LINE.

Figure 16. Cleveland Plain Dealer, *September 25, 1910*[56]

GIRLS, 18 YEARS, FOR ASSEMBLING AND INTERIOR PAINTING; LIGHT WORK, GOOD AIR AND PLEASANT SURROUNDINGS.
THE BUCKEYE STEREOPTICON CO.
COLLINWOOD, END OF ST. CLAIR COLLINWOOD LINE.

Figure 17. Cleveland Plain Dealer, *September 20, 1910*[57]

It seems The Buckeye Stereopticon Company, in addition to the magic lanterns discussed in *The Stereopticons* section, continued making a variety of metal products at the Waterloo Road factory including in 1911 continuing the "Never-Burn" line of cookware[58] and 1912 the "Never-Burn" line under the name of the "B & W Dept" [Bronson-Walton] of the "Buckeye Stereopticon Company."[59] It is also unclear which Buckeye Stereopticon products were manufactured at the Waterloo Road factory vs. the two Carnegie Avenue facilities.

In 1911 the Buckeye Stereopticon Company's capital was increased from $ 50,000 to $ 75,000,[60] approximately equal to 2.5 million in 2025. Shares were offered for sale in the *Cleveland Plain Dealer* first at for $ 90 each in March, 1912,[61] then $ 50 each by April 1912.[62]

Shares were even held by the prestigious Oberlin College, the oldest co-ed liberal arts college in the United States, located 40 miles south-west of Cleveland.[63]

Yet all was not well for the Buckeye Stereopticon Company. The 1911 Sears and Roebuck catalog listed "Special Closing Out Sale of Magic Lantern Outfits" and "Buckeye Stereopticons Made to Sell for $ 5.00. Special Closing Out Sale Price, $ 1.95."[64]

Then on November 13, 1912, the Cleveland Plain Dealer (Figure 18) announced that T.A. McCaslin (Jr), "president of the Buckeye Stereopticon Company…filed in federal court a voluntary petition in bankruptcy…" and that the assets were "$ 115,006.76 with liabilities of "$ 87,612.95."[65] At a meeting of the board of directors" had voted on November 12, 1912

to authorize T.A. to file and listed "many creditors."[66] That same year 1912 Walter's cousin, Albert A. McCaslin was listed as Vice-President.[67]

FILE BANKRUPTCY PAPERS.

Stereopticon and Jewelry Firms in Federal Court.

T. A. McCaslin, president of the Buckeye Stereopticon Co. of Nottingham, O., yesterday filed in federal court a voluntary petition in bankruptcy and asked for discharge of the receiver appointed Monday by United States Judge William L. Day. The assets of the concern are given as $115,000.78 and the liabilities are $87,012.05.

Figure 18. Cleveland Plain Dealer, *November, 1912*

By 1911 the Buckeye Stereopticon building at 6118 Carnegie Ave was now the Mathais Saloon and by 1912, 5804 Carnegie Avenue was now home of The Standard Hardware Company with a Sameul Klein as President[68] and listed as a "Tin Shop" on the 1913 Sanborn map.

In 1913 both Walter McCaslin and his brother T. A. McCaslin (Jr) are both listed as "President" in the "Directors Section," of the City Directory,[69] but in reality, Walter had moved on to a new venture as President of the "Business Utilities Company" under his individual name listing in the directory.[70]

The Buckeye Stereopticon Company had lasted just seven short years.

Figure 18A Cleveland Vicinity Map

A: Schoefield Building, Buckeye Stereopticon Co. "General Offices and Demonstration Room" (circa 1906-1912)

B: 5804 Carnegie Ave, Buckeye Stereopticon (circa 1909-1911)

C: 6118 Carnegie Ave, Buckeye Stereopticon Co. (circa 1907-1910)

D: 16900 S Waterloo Rd (present day address) , Bronson-Walton Co. (1901), Buckeye Stereopticon Co. (circa 1906), Mirroscope Co (1912), United Stamping and Machine Co (1920), The Metal Stamping and Manufacturing Co. (1923), Morrison Products Inc. (1940-present)

For reference, from the downtown Schoefield Building to the Waterloo Rd factory is 9 miles

Source: GISGeography https://gisgeography.com/cleveland-neighborhood-map/

The McCaslin's after the Buckeye Stereopticon Company

So what became of the McCaslin's after the bankruptcy of the Buckeye Stereopticon Company? [71]

Albert A. McCaslin continued to be active in Cleveland real estate and banking, rising to vice-president of the Cleveland Trust in charge of real estate, founder of the Cleveland Association of Building Owner and Managers and honorary member of the national organization, President of the Ford-McCaslin Company, and vice-president of the City and Suburban Reality Company. He died in 1958 at the age of 82; his obituary made no mention of the Buckeye Stereopticon Company. The Cleveland Trust is now part of KeyCorp, still headquartered in Cleveland.[72]

Thomas A. McCaslin, Jr returned in 1912 to his wife's hometown of Pottstown, Pennsylvania. He worked for his father-in-law, owner of Fegely and Son Hardware which had deep roots in Pottstown going back to coal mining days and establishing a hardware store, lumber yard, hotel, and coal company as Pottstown developed.[73] Thomas rose to be the third President of Fegely's home appliance, building supplies, hardware and mill supplies, with his son and grandson following as subsequent Presidents of the Company. He was a charter member of the Pottstown Rotary and of the Retail Coal Dealers Association. He was prominently featured in the 100 year anniversary notice of Fegely's in 1951, with photos of 6 presidents of the company.[74, 75] His obituary in 1942 at age 61 makes a brief mention of him being in the stereopticon business in Cleveland before coming to Pottstown "over 30 years ago."[76]

Thomas A McCaslin, the prominent lawyer with the firm White, Johnson, McCaslin & Cannon, was active in Republican politics even before the Buckeye Stereopticon Company, as Chairman of the Republican Party in Cleveland and credited with securing the election of the Republican governor and senator in 1903. He died in 1936 at the age of 73.[77, 78] He was a member of the executive committee of the Cuyahoga County Republican party, known as a "hustler" who worked "behind closed doors" and could "interview more men in ten minutes than the average man could talk to in an hour."[79] He was asked to run for the Republican nomination for County Auditor in 1904 but lost the nomination – causing a rift in the Republican party that lasted three years.[80] Votes for delegates were bought with drinks or for $10 each; after delegates bought votes in the first round, then lost in the second, they were told the $10 only purchased a vote for one round and delegates would need to pay

again for votes in future rounds. The Cleveland County Auditor was one of four offices that were worth a $100,000 salary per year – almost $ 3.5 million annually today.[81] Thomas was involved in political scandal in 1913 while working for the Ohio Equity Company regarding fraudulent signatures "over 200 names have been added..." on state referendum petitions with the State Attorney General advising "...the petitions are full of fraud" and "dump the whole bunch of petitions overboard." The scandal continued with private detectives thwarting a burglary of the suspected fraudulent petitions from the Ohio Equity Company offices, based on a lead from Dictaphone records obtained from the Democrat's party office.[82] No documentation has been found that the senior T.A. McCaslin was formally charged or convicted of any crime. His obituary makes no mention of the Buckeye Stereopticon Company.

Walter A McCaslin seemed to be at a loss following the bankruptcy, holding four jobs in five years,[83] but later settled down and sold life insurance for 21 years. He served as Vice-president/Treasurer and "Extension Director" of the Pure Protection Life Insurance Company which was founded in 1912 [84] with an office in the prestigious Cleveland Arcade building.[85] The last five years of his life he lived in South Bend, Indiana where his daughter lived and was an agent for the Rural Bankers Legion Life Insurance and Midwest Underwriters Inc.[86] Walter died in South Bend at age 62 in 1941.. Walter presented no less than four times at National Convention of Mutual Life Underwriters; in 1918 with the topic of "Why I like the Mutual Life Policy I Bought" with the Pure Protection Life Insurance Company "operating upon the safest and most scientific plan ... that has even been devised." [87] During a 1922 Rotary presentation, Walter was described as "the originator of the savings-insurance system." [88] Walter was involved in his Uncle's political scandal in 1913 regarding fraudulent signatures on state referendum petitions and was arrested for perjury,[89] but charges were dismissed. His obituary makes brief reference to his association with "the old Buckeye Stereopticon Company."[90]

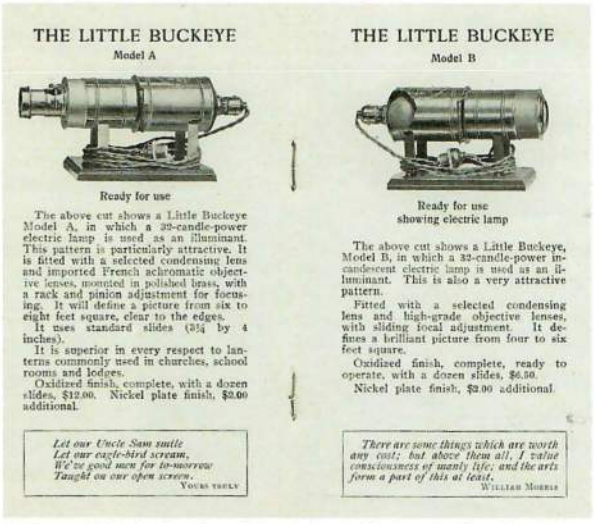
The Stereopticons

Only one Buckeye Stereopticon catalog has been found to date, "Catalog D," (Figures 19 & 20) and it describes the "The Little Buckeye" – "A Picture Projector for the Home and Small Auditorium." The following, likely incomplete listing of Buckeye Stereopticon magic lanterns, has been compiled from advertisements, patent records, newspaper articles, and Catalog D. The subsequent section *The Mirroscope* includes two sizes of "Mirroscope Magic-Opaque" devices that were combination devices of opaque projector and a stereopticon.

Catalog D lists Walter L. McCaslin as "Sales Manager" with general offices in the Schofield Building, and is un-dated, however due to the previously mentioned article in *Talking Machine World*, we know this office was established no later than December, 1906. This six page catalog listed four "The Little Buckeye" models, A-D. Models A and D featuring a "imported French achromatic objective lenses mounted in polished brass with rack and pinion for focal adjustment," Model A with a 32-candle-power incandescent lamp and Model D being a gasoline illuminate with Welsbach burner. Models B and C were simpler lanterns with an objective lens mounted in a sliding tube. Model B was electric and C with a gas illuminate. All four models were available with a nickel plate finish at additional cost. Models A and D were said to project a picture six to eight feet square, while B and C four to six feet square (Figures 19 & 20).[91]

Another distinction between the A/D and smaller B/C models was not described in the catalog nor clear from the illustrations, but having obtained both an A and B model this author observed that the A/D models uses a slide carrier while B/C models had a simple slot in which to inset a 3-1/4 x 4 inch slide.

Each catalog page featured a quote, including this one credited to "Yours Truly," assuming Walter himself, "Let our Uncle Sam Smile, Let our eagle-bird scream, We've good men for to-morrow, Taught on our open screen."


THE LITTLE BUCKEYE
Model A

Ready for use

The above cut shows a Little Buckeye Model A, in which a 32-candle-power electric lamp is used as an illuminant. This pattern is particularly attractive. It is fitted with a selected condensing lens and imported French achromatic objective lenses, mounted in polished brass, with a rack and pinion adjustment for focusing. It will define a picture from six to eight feet square, clear to the edges.

It uses standard slides (3¼ by 4 inches).

It is superior in every respect to lanterns commonly used in churches, school rooms and lodges.

Oxidized finish, complete, with a dozen slides, $12.00. Nickel plate finish, $2.00 additional.

Let our Uncle Sam smile
Let our eagle-bird scream,
We've good men for to-morrow
Taught on our open screen.
YOURS TRULY

THE LITTLE BUCKEYE
Model B

Ready for use
showing electric lamp

The above cut shows a Little Buckeye, Model B, in which a 32-candle-power incandescent electric lamp is used as an illuminant. This is also a very attractive pattern.

Fitted with a selected condensing lens and high-grade objective lenses, with sliding focal adjustment. It defines a brilliant picture from four to six feet square.

Oxidized finish, complete, ready to operate, with a dozen slides, $6.50.

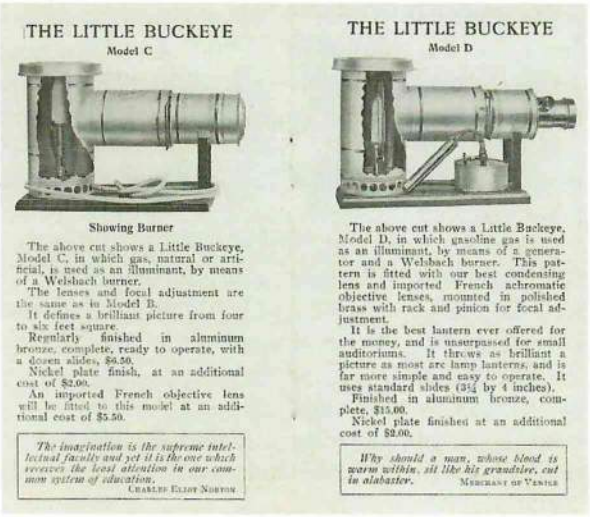
Nickel plate finish, $2.00 additional.

There are some things which are worth any cost; but above them all, I value consciousness of manly life; and the arts form a part of this at least.
WILLIAM MORRIS

Figure 19. The Buckeye Stereopticon Company, Catalogue D, pages 3-4

The most intriguing aspect of the catalog, which is not referenced inside in any fashion, is the cover with

a four-scene pull up inset seen though an oval cut-out of a cat and mouse cartoon, similar to a children's slide story or a contemporary 1940's-1950's "Tom and Jerry" cartoon, with a cat chasing a mouse only to be thwarted at the end (Figure 21).



THE LITTLE BUCKEYE
Model C

Showing Burner

The above cut shows a Little Buckeye, Model C, in which gas, natural or artificial, is used as an illuminant, by means of a Welsbach burner.

The lenses and focal adjustment are the same as in Model B.

It defines a brilliant picture from four to six feet square.

Regularly finished in aluminum bronze, complete, ready to operate, with a dozen slides, $6.50.

Nickel plate finish, at an additional cost of $2.00.

An imported French objective lens will be fitted to this model at an additional cost of $5.50.

The imagination is the supreme intellectual faculty and yet it is the one which receives the least attention in our common system of education.
CHARLES ELIOT NORTON

THE LITTLE BUCKEYE
Model D

The above cut shows a Little Buckeye, Model D, in which gasoline gas is used as an illuminant, by means of a generator and a Welsbach burner. This pattern is fitted with our best condensing lens and imported French achromatic objective lenses, mounted in polished brass with rack and pinion for focal adjustment.

It is the best lantern ever offered for the money, and is unsurpassed for small auditoriums. It throws as brilliant a picture as most arc lamp lanterns, and is far more simple and easy to operate. It uses standard slides (3¼ by 4 inches).

Finished in aluminum bronze, complete, $15.00.

Nickel plate finished at an additional cost of $2.00.

Why should a man, whose blood is warm within, sit like his grandsire, cut in alabaster.
MERCHANT OF VENICE

Figure 20. The Buckeye Stereopticon Company, Catalogue D, pages 5-6

Figure 21. The Buckeye Stereopticon Company, Catalogue D, cover

By 1909 a larger "Buckeye Special" (Figures 25 & 26) was available, boasting of focusing "from 10 to 40 feet from the screen. Throws pictures on the screen any size up to 12 square feet." (*Only 4' x 3' - Ed)* It was available with an electric arc illuminant and an acetylene option for the same cost of $ 35.00, including shipping to anywhere in the United States.[93] In the advertisement, the lantern is illustrated stamped with "LITTLe BUCKEYe." A undated Mirroscope brochure includes the "No. 50, 'Buckeye Special' Stereopticon" describing a "hand feed electric arc lamp...with an adjustable combination rheostat and carrying case" and the acetylene option "absolutely safe – being the automatic dry feed." Each was shipped with "one dozen selected photographic slides."[93A]

In 1910 patents were applied for in Canada and Great Britain for a combination opaque and transparency projector (Figure 27), but no advertisements or cata-

Figure 22. The Little Buckeye Model A[92]

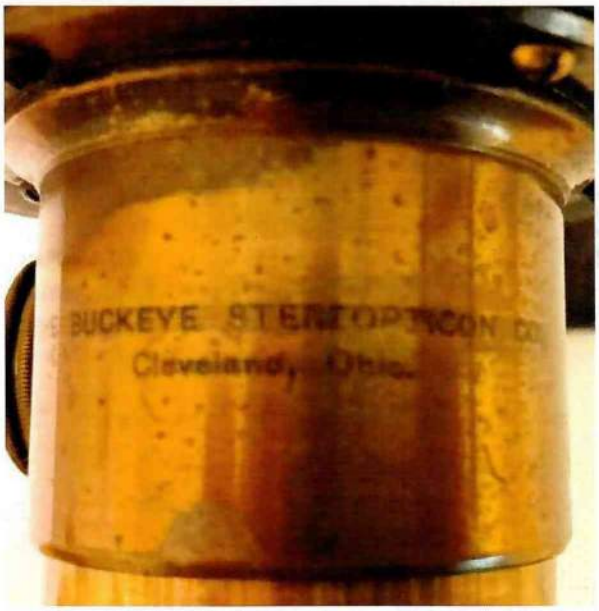


Figure 23. The Little Buckeye Model A: "Imported French achromatic objective" lens with "Buckeye Stereopticon Co. Cleveland Ohio" engraved[92]

logs have been found to support that this model was ever manufactured in Canada or Great Britain.[94] However, the patent illustration is remarkably similar to the combination "Mirroscope Magic-Opaque" listed in the 1909 Mirroscope catalog described in *The Mirroscope* section, so apparently they were sold in the US.

Figure 24. The Little Buckeye Model A: Steel body of lantern with name and manufacturer embossed on top, and "Pat Applied For."[92]

Other variations of the models A-D apparently were made as evidenced in the Sears and Roebuck catalog with what appears to be a Model B with a different method of lamp placement with chimney (Figure 28).[95]

Other variations continued with the Sears, Roebuck and Co. "close out sale" of Buckeye Stereopticons listing four models with acetylene, gas burner with Welsbach mantel, 50-candle-power incandescent lamp, and even a 2-wick kerosene illuminate in 1911.[96] The kerosene illuminate was offered despite the earlier Catalog D claim that the Little Buckeye lantern "does not use smokey oil flames as an illuminate. Others do." and a 1907 advertisement stating "Cleveland has forever banished the ill smelling and greasy magic lantern." [97] Apparently, the need to expand the product line having overridden these earlier boasts.

The most mysterious Buckeye Stereopticon, for which there is no catalog or illustration, was described in a 1913 *Cleveland Plain Dealer* article (Figure 29) thus: a "machine was specially built by the Buckeye Stereopticon Co. … and only one other was built like it." It tells the tale of a stereopticon was used just once on election night 1909 when it "shot a beam of light over the heads of thousands that stood crowded to watch the returns." The stereopticon was "tucked in a specially built trunk to wait the

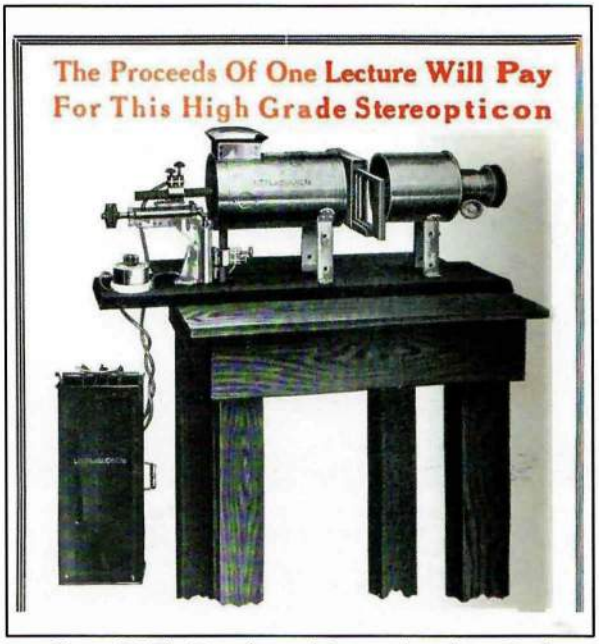
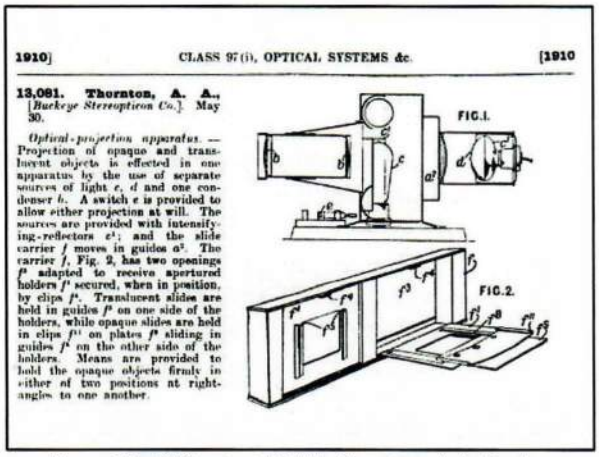


Figure 25. The Expositor and Current Anecdotes, *Book Publishers Edition, November 1909, no page number.*

Figure 26. "Buckeye Special" circa 1909

coming of the next election." But the trunk vanished that night and a six-week police investigation revealed nothing. For four years its whereabouts remained a mystery, until it was offered for sale by the Masonic Temple in Youngstown, 70 miles south-east of Cleveland, for $50. The story also stated "The highest degree of technical skill was required to operate it" and "that no one [at the Masonic Temple] knew how to operate it." Two Cleveland detectives, "representatives of the manufacturer," and the chief clerk of the [Cleveland] board of elections traveled to Youngstown to retrieve the stereopticon, but there is no report of it being used again. The mystery remains as to what this stereopticon looked like and what type of illuminant it used.[98]



1910] CLASS 97(i), OPTICAL SYSTEMS &c. [1910

13,081. Thornton, A. A., [*Buckeye Stereopticon Co.*]. May 30.

Optical-projection apparatus. — Projection of opaque and translucent objects is effected in one apparatus by the use of separate sources of light *e*, *d* and one condenser *b*. A switch *c* is provided to allow either projection at will. The sources are provided with intensifying-reflectors c^1; and the slide carrier *f* moves in guides a^2. The carrier *f*, Fig. 2, has two openings f^6 adapted to receive apertured holders f^7 secured, when in position, by clips f^8. Translucent slides are held in guides f^9 on one side of the holders, while opaque slides are held in clips f^{11} on plates f^{12} sliding in guides f^{13} on the other side of the holders. Means are provided to hold the opaque objects firmly in either of two positions at right-angles to one another.

FIG.1.

FIG.2.

Figure 27. 1910 patent 13,081, Thornton, A. A, Buckeye Stereopticon Co. May 30.

$4.65 BUYS THIS FULL SIZE BUCKEYE STEREOPTICON

USES REGULAR PROFESSIONAL SIZE LANTERN SLIDES, 3¼x4 INCHES.

THE BUCKEYE STEREOPTICON is a thoroughly efficient and practical stereopticon, using regular professional size lantern slides, 3¼x4 inches, and can be used for giving home entertainments andalso for public exhibitions in small theaters, lodge halls, churches, school houses, etc. It is the only practical stereopticon ever made, which uses the regular size lantern slide, 3¼x4 inches, and which is sold at such an extremely low price as to place it within the reach of everyone. It will enlarge the picture on the screen up to 6 feet in size, with every detail as clear and sharp as other stereopticons costing many times as much.

WE FURNISH COMPLETE LECTURE SETS, containing twelve transparent lantern slides, regular professional size, 3¼x4 inches, with descriptive reading, printed and bound in book form, which can be read or recited while the pictures are shown on the screen, thus making a most interesting and delightful entertainment. These lecture sets are fully described on the lower part of this page.

YOU CAN GIVE PUBLIC ENTERTAINMENTS with the Buckeye Stereopticon, and make the entire cost of your outfit back in the profits of your exhibitions. For use in the school room this stereopticon fills every requirement. For the church and Sunday school it will give the very best of satisfaction. For lodges it will make the degree work and initiation ceremonies more interesting and impressive than ever. For those who make their own lantern slides this stereopticon offers every possible advantage and at a price less than one-fifth that charged for other stereopticons.

ELECTRIC, CITY GAS OR COAL OIL LIGHT. We can equip the Buckeye Stereopticon for use with either electric light, city gas, or ordinary coal oil or kerosene. If there is an electric light plant in your city, and the wires are run to the place where you want to use the stereopticon, you can order the stereopticon equipped for electric light, and we will fit it with an incandescent lamp, wire and socket, so that you can attach the machine right to the electric light fixtures in the room. If there is a gas plant in your city, and your house is piped for using the gas and has gas fixtures already put up in the room, then you can order the machine equipped for use with city gas, and we will fit it with a gas burner, Welsbach mantle and rubber tubing, so that you can attach the machine right to the gas jet. If there is no electric light and no gas plant in your city then you will have to use the coal oil or kerosene light, and we will fit your machine with a good two-wick oil lamp with extra large powerful reflector, so that you will have plenty of light for your work.

No. 20L2925 Buckeye Stereopticon Outfit with one dozen colored stereopticon slides, 3¼x4 inches, fitted with 50-candle power incandescent electric bulb, connecting wire and attachment plug. Price.....$4.65

NOTE—In ordering the electric light equipment be sure to state plainly the voltage of the current in your city. The voltage is usually 110 or 220, and you can easily find this out by asking the local electrician. Be sure to state this in your letter as we always send lamp for 110 volts unless otherwise ordered.

No. 20L2926 Buckeye Stereopticon Outfit with one dozen colored stereopticon slides, 3¼x4 inches, fitted with city gas burner, Welsbach mantle and rubber tubing for connecting to regular gas jet. Price.....$4.65

No. 20L2927 Buckeye Stereopticon Outfit with one dozen colored stereopticon slides, 3¼x4 inches, fitted with two-wick oil lamp for using coal oil or ordinary kerosene. Shipping weight of any Buckeye Stereopticon Outfit, 12 pounds. Price.....$4.65

Figure 28. Sears, Roebuck, and Co.,1909, page 298

The Slides

Many of the advertisements for Buckeye Stereopticons, including the Little Buckeye Catalog D, state that slides are included with general descriptions such as "...with dozen slides...", "complete with a dozen slides", and "We furnish one set of slides FREE."

WANDERING STEREOPTICON RETURNS WITH DISAPPEARANCE UNEXPLAINED

Board of Elections Machine Which Vanished Four Years Ago Offered for Sale in Masonic Temple as Mechanism Puzzles.

On an election night in 1909, a stereopticon lantern, newly bought by the board of elections, shot a beam of light over the heads of thousands that stood crowded to watch the returns, and in its flickering light were written the death of prophecy and the fulfillment of hopes.

The crowd faded as the night waned and the bulletin became few and finally the shaft of light was blotted. The stereopticon was tucked in a specially built trunk to wait the coming of the next election.

Then one day the trunk was missing. And the mystery of the vanishing stereopticon of the board of elections took its place in city hall tradition. Detective Shibley of central station was set to hunt for the stolen apparatus, but after a six-week search he had found no trace of it.

Yesterday the board of elections came into its own and today the stereopticon will be back in city hall, still in the trunk in which it had been tucked on that election night four years ago.

Many peculiarities are attributed to the stereopticon and these are responsible for its recovery. For in the time since it disappeared it has traveled all over the country and al-

Continued on 11th Page, 8th Column.

Figure 29. Cleveland Plain Dealer, *1913*

The only descriptions of the Buckeye slide sets that has been found is from two Sears, Roebuck and Co. Catalogs, which advertised a Little Buckeye Model B for $4.65 and the following "We furnish complete lecture sets, containing twelve transparent lantern slides, regular professional size, 3-1/4 x 4 inches, with descriptive reading, printed and bound in a book, which can be read or recited while the pictures are shown on the screen, thus making a most interesting and delightful entertainment."[99]

The listing (Figure 30) continued with five sets of color lithograph sets for 79c per set plus 22c postage and five sets of photographic sets for $2.35 per set plus 25c postage. The photographic slides do not mention color; the one photographic set in this author's collection is black/white so it is reasonable to assume all the photographic sets were not tinted.

COLORED SLIDES FOR BUCKEYE STEREOPTICON.

These slides are brilliantly colored and all full professional size, 3¼X4 inches, and each set comes complete with printed lecture fully describing each view.

No. 20L2930 Lion Hunter Set, 12 slides with lecture.
No. 20L2931 Indian Warfare Set, 12 slides with lecture.
No. 20L2932 Robinson Crusoe Set, 12 slides with lecture.
No. 20L2933 Paul and Virginia, 12 slides with lecture.
No. 20L2934 American History, 12 slides with lecture.
Price of any of the above sets, Nos. 20L2930 to 20L2934, inclusive..(If by mail, postage extra, per set, 22 cents.)..79c

PHOTOGRAPHIC SLIDES FOR BUCKEYE STEREOPTICON.

These genuine photographic slides are the highest grade lantern slides made. They are the regular professional size, 3¼x4 inches, uncolored, and are exactly the same size, style and quality used by professional exhibitors. With each set we include a printed lecture in book form.

No. 20L2940 Japan Set, 12 slides with lecture.
No. 20L2941 India Set, 12 slides with lecture.
No. 20L2942 Germany Set, 12 slides with lecture.
No. 20L2943 Yellowstone Park Set, 12 slides with lecture.
No. 20L2944 Niagara Falls Set, 12 slides with lecture.
Price, per set, Nos. 20L2940 to 20L2944, inclusive ..(Postage extra, per set, 25c.)...$2.35

Figure 30. Fall 1908 Sear and Roebuck Catalog, page 281

Images of sets found include *Adventures With Wild Beasts,*[100] *Paul et Virginie* (Paul and Virginia)[101] and *American History,*[102] packaged in Buckeye Stereopticon boxes. Guided by input from a seller's description, Richard Crangle and David Evans offered the first two mentioned sets appear to be Theobald & Co. sets, or at least "Theobald style" sets.[103] How these slides, or perhaps the transfer images, were imported to the United States and ultimately to the Buckeye Stereopticon Company is not known.

Figure 31. Image from "The Lion Hunter"

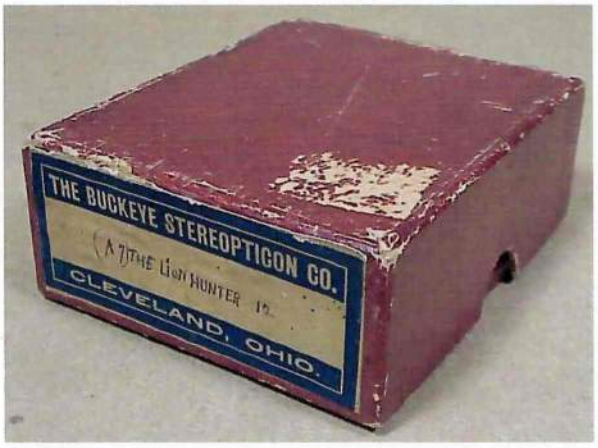


Figure 32. What appears to be Adventures With Wild Beasts *set in box labeled* The Lion Hunter.

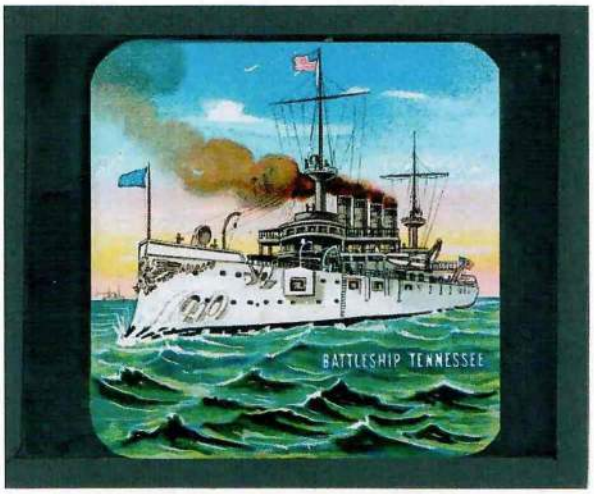


Figure 33. "Battleship Tennessee" from the American History *set*
Courtesy the James R. Stevenson Estate [104]

Figure 34. "Betsy Ross making the United State Flag" from the American History set
Courtesy the James R. Stevenson Estate

Figure 35. American History set box
Courtesy the James R. Stevenson Estate

Figure 36
Paul et Virginie *(Paul and Virginia), Slide 1*
Image from the collection of Mary O'Hornett

Figure 37. Paul et Virginie *(Paul and Virginia), Slide 2*
Image from the collection of Mary O'Hornett

Figure 38. Paul et Virginie *(Paul and Virginia) set box*
Image from the collection of Mary O'Hornett

The photographic slides of the "Japan Set"[105] have a matt printed with "The Buckeye Stereopticon Company" and "Cleveland, O." in addition to the box label. While most of the slides have the location as part of the slide label, such as "7. Japan. Sacred Stables, Nikko," The "Tea House" slide does not. It is the only slide with text in the photo image, bottom right, which reads "Kashiwaya" which is in Osaka, so the location is known.

The source of these images is unknown, certainly no features of the Buckeye Stereopticon Waterloo Road manufacturing plant that were listed on the Sanborn map suggest the company had the capability to reproduce photographic images, although the company was found listed twice in Cleveland City directories under the heading "Stereopticon Slides" and even once under "Photographers."[106]

This author was of the opinion that the Buckeye Stereopticon Company did not produce any slides, but merely purchased slides and sold them under their label, until the following article was discovered in the 1910 *Cleveland Plain Dealer*:

Figure 39. Box reading "Photo Slides" and "JAPAN"
Author's collection

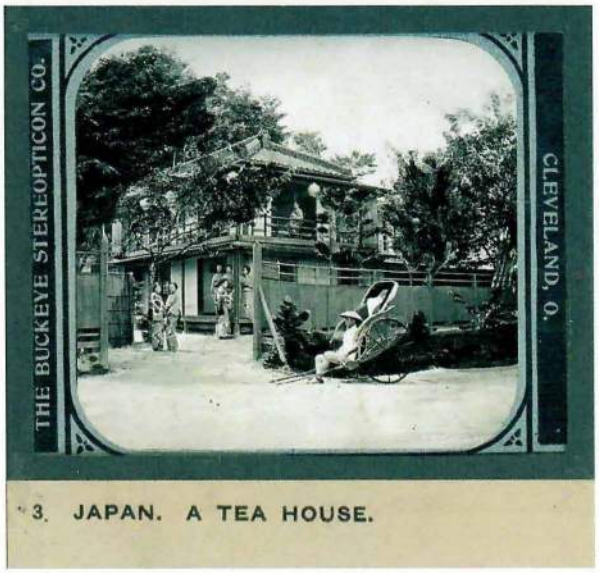


Figure 40. Japan Set
Author's collection

Figure 41. Japan Set
Author's collection

Valuable Pets Have Narrow Escape in Carnegie-av. Fire.

Forty blooded dogs and five horses narrowly escaped destruction when fire last night destroyed part of the

dog hospital of Veterinary Surgeon W. C. Fair at 5712 Carnegie-Ave. S. E., .,[107] *and then swept on to the building occupied by the C. F. Hanger Co. wagon works* [despite later in the article it states the fire stated in the rear of the Hanger building].[108] *The total loss by fire and water to the two concerns and by water to the Buckeye Stereopticon Co.*[109] *will reach $ 13,000. A large stock of finished and unfinished vehicles at the Hanger works was destroyed. In the Buckeye company's building plates and films were drenched with water and destroyed when fire leaped an intervening yard and threatened that building. The fire, according to the firemen, started from an overheated stove in an addition built onto the rear of the Hanger works. It had gained considerable headway when discovered and by the time the firemen arrived had spread to the hospital. By hard work the firemen saved the front end of both buildings.* (Figure 41A)[110]

The description of "building plates and films," along with the aforementioned City Directory listings under "Stereopticon Slides" and "Photographers" now strongly suggests that the Buckeye Stereopticon Co. did indeed produce slides of their own manufacture.

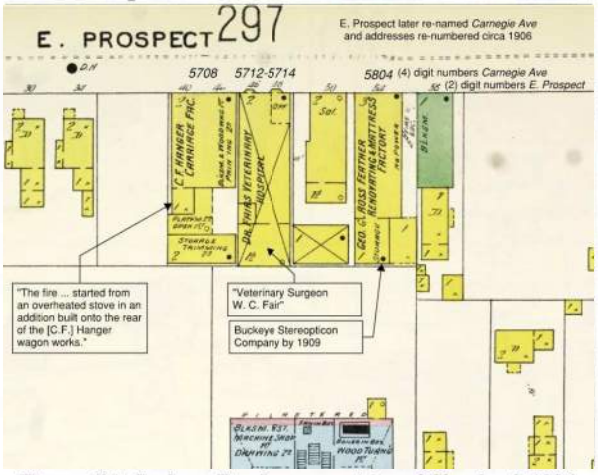

E. PROSPECT 297
E. Prospect later re-named Carnegie Ave and addresses re-numbered circa 1906
5708
5712-5714
5804 (4) digit numbers Carnegie Ave (2) digit numbers E. Prospect
"The fire ... started from an overheated stove in an addition built onto the rear of the [C.F.] Hanger wagon works."
"Veterinary Surgeon W. C. Fair"
Buckeye Stereopticon Company by 1909

Figure 41A. Sanborn Fire Insurance Map of Cleveland, 1896, Sheet 305, annotations by author.

The Mirroscope

It is clear the most marketed and popular projection device manufactured by the Buckeye Stereopticon Company was not a magic lantern, but an opaque projector, a "postcard projector" marketed under the name the "Mirroscope," which is well documented in Kentwood Wells' article "Postcard Projectors: The new Magic Lanterns for Boys?" in the *Magic Lantern Gazette.*[111] This section seeks to expand upon Kentwood's research regarding the Mirroscope, while admittedly repeating a few references.

First marketed in 1908 and 1909 as the "LITTLe BUCKEYe Post Card Projector"[112] and "Little Buckeye Postcard Projector"[113] in 1909 the following trademarks were filed under "Class 26. Measuring and Scientific Appliances: "Mirrodak", "Mirrojector", "Mirro-opticon", and "Mirroscope" with the "Particular description of goods - Stereopticons, Projectors, Magic Lanterns, and Lantern-Slides."[114] In 1910 "Mirroscope" was trademarked in Canada.[115] By the fall of 1909 we find advertisements using the "Mirroscope" name.[116]

This relatively simple device seems to have been marketed in nearly every state and abroad, being sold at major department stores: John Wanamaker, R. H. Macy & Co., Marshal Field & Co., F.A.O. Schwarz, A.C. McClurg & Co., Hibbard, Spence & Bartlett, Abraham & Strouse, and Gimble Bros.[117] National publications included Saturday Evening Post, Everybody's, Cosmopolitan, Ladies' Home Journal, Literary Digest, Delineator, Designer, and New Idea with the Buckeye Stereopticon Company boosting the number of readers seeing Mirroscope advertisements of "The improved LITTLe BUCKEYe" as 26,700,000 persons.[118]

Advertisements in local papers have been found in throughout the country in addition to its home town of Cleveland: Chicago, IL, Bartlesville OK, El Paso TX, Salem, OH, Galveston, TX, Burlington, Iowa, Portland OR, and Plainfield NJ, as examples.[119]

In Bartlesville, the paper invited those interested to a demonstration by "The Mirroscopist" in its Circulation Department.[120] A 1912 advertisement by the Carr Bros, Ltd, London leads off with "Have a MIRROSCOPE Christmas this year" and "What Dickens did for the Christmas of a generation ago, the MIRROSCOPE does for the Christmas of to-day,"[121] Overseas markets included a 1912 Mirroscope advertisement in French,[122] the Philippines,[123] and in Canada, from Toronto to Victoria [124] all serve to illustrate the potential for international sales.

In 1909 and 1911 advertisements for these small models (Figures 42-44) were found with an incandescent illuminate claiming "the mirroscope is free of the danger of fire that always accompanied the use of magic lanterns;" however it was also available with "acetylene or natural gas" illuminates. For example, the identical design mirroscope was offered as Model 33, electric, Model 34 gas, and A34 [acetylene] "For use in all other places." [124A]

While two Mirrosope catalogs referenced in this section and advertisements touted the advantages of an opaque projector over a lantern "The Mirroscope is an improvement of the Magic Lantern without the

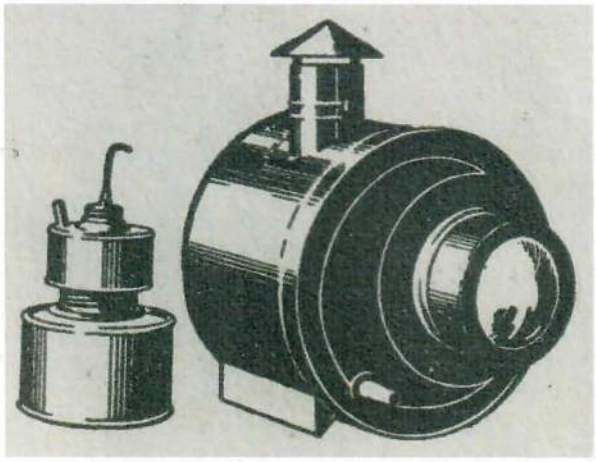


Figure 42. Round shape body, 1909, Model A108 "For use in homes where other than electricity is used."[125]

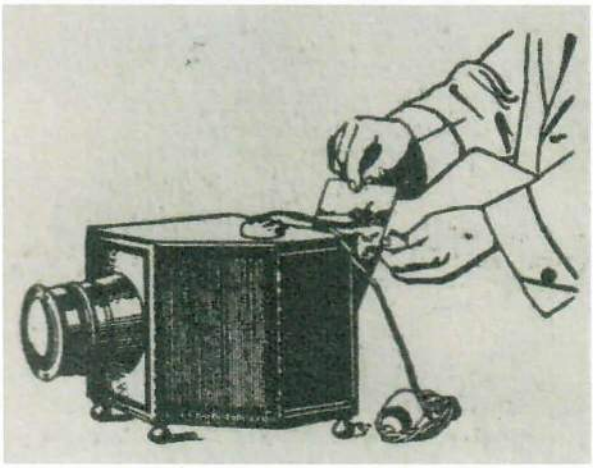


Figure 43. Tapered shape body, 1909, Model 105 electric, 106 gas and and A106 "For use in all other homes" [126]

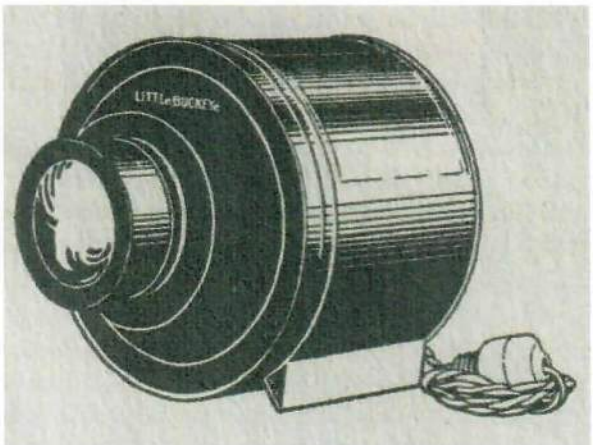


Figure 44. Round shape body, 1909, Model 107 electric[127]

restrictive feature of prepared slides" and "It does the work of a high priced Stereopticon without the expense and detail this process involves," the undated brochure, circa 1909, included two sizes of "'Mirroscope' Magic-Opaque" opaque projector also with a slide carrier capable of projecting "standard size stereopticon slides," similar in design to the model patented in Canada and Great Britian in 1910, shown in *The Stereopticons* section. The two listed were the No. 33 for $15.00, with two "high candle power electric lamps capable of "accepting illustrations up to seven or eight inches square" and No. 31 for $20.00, with four "high candle power electric lamps capable of "accepting illustrations up to eight or nine inches square" Both sizes were listed with options for a gas burners, models No. 34 and 32, and acetylene burners, models A-34 and A-32. [127A]

The Buckey Stereopticon Company was detailed in its instructions regarding how to set up and use the devices with the 12-page brochure "Facts About the Mirroscope and Detailed Directions on how to Operate Successfully." Sections covered were "Electric," "Gas, Either Natural or Artificial," Acetylene," "Screen," "Lenes," "Reflectors," the combination "Magic Opaque Mirroscopes," general set up, and charts with focal lengths. The introduction admonished readers with "Experience, close observation and careful perusal of the suggestions we give you will enable you to obtain surprisingly greater results than you, without knowledge of reflected light, doubtless deem possible." [127B]

Later Mirroscope only models were larger, with typical models including two chimneys and were available also with a variety of illuminates: electric, acetylene gas, and natural gas, although some electric models had no chimneys. The 1912 Mirroscope Catalog "E", still listed The Buckeye Stereopticon company as the manufacturer. Catalog "E" listed nine models: No. 31, 33, 97, 101, 102, 103, 104, 105, and 210, with minor variations, mostly the model numbers indicating the different illuminates, and using the prefix "A-" indicating acetylene gas vs. natural gas (Figures 45-47).[128]

Perhaps it was this change in design to a larger model that prompted this 1912 *Cleveland Plain Dealer* advertisement crying "WARNING! Insist on seeing the '1912 Model' Mirroscope. Some dealers are offering old models and greatly inferior machines. The '1912 Model' is the only one we recommend to buyers. '1912 Model' embossed on each machine."[129]

A popular sales technique was to request ideas for how to use a Mirroscope for entertaining, giving a Mirroscope free to the submitters of the twenty best letters suggesting "parlor entertainment and games with the LITTLe BUCKEYe Post Card Projector."[130] The company sponsored newspaper contests: "Want Mirroscope Free? The Examiner Offers Young People Rare Opportunity to Obtain One." Boys and girls

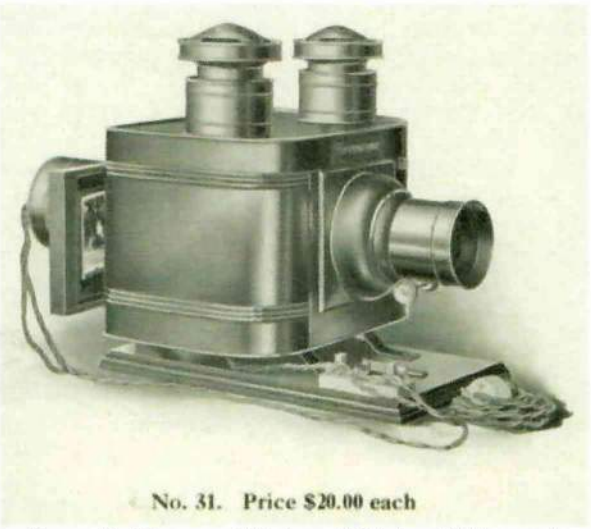


*Figure 45. Mirroscope Catalogue "E," circa 1912, page 4, "**No. 31 Electric Magic Opaque Mirroscope** [bold original text]," $ 20.00*

*Figure 46. Mirroscope Catalogue "E," circa 1912, page 12, "**No. 102 Gas** (Natural or Artificial) **Mirroscope** [bold original text]," $ 10.00*

Figure 47

*Mirroscope Catalogue "E," circa 1912, page 14, "**No. 103 Electric Mirroscope** [bold original text]," $ 7.50*

were invited to come to the Examiner's circulation department "between 4 and 6 o'clock."[131] Indeed, the Mirroscope Catalog "E" devoted 10 of its 32 pages with illustrated descriptions of "Suggestions for an Evening Entertainment with the Mirroscope" and the circa 1909 Mirroscope brochure with 11 pages, complete with descriptions and little illustrations, including credit to the person who submitted the idea. Submissions for using the Mirroscope ranged from Ontario and Nova Scotia, Canada to Germany in addition to throughout the United States.

Some suggested a musical accompaniment with a piano, common in many households of that era, or props as in "Fortune Telling" with "The fortune teller can dress himself in some fantastic costume and site upon a throne (great arm chair can be raised up in some way). Two unknown assistants, likewise costumed, can take their place at each side of the sheet." Others suggested guessing or talent contests, such as "A Drawing Contest" where images were projected on "A sheet of glass 2-1/2 or 3 feet square" with a sheet of paper on the opposite side. Contestants would then trace "using colored crayons" over the projected image of their choice. "A prize may be given for the best one drawn, and an booby prize for the most laughable attempt." Fun indeed to come in last place.[131A]

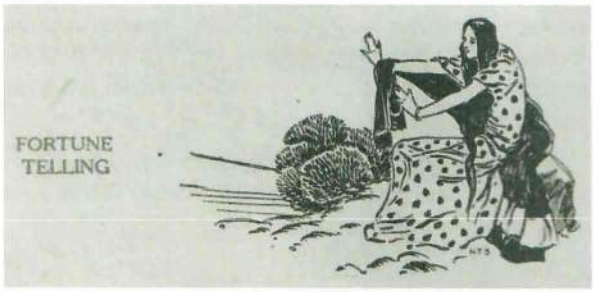


Figure 47A.

"Fortune Telling" "Suggested by" Rosa Fazetta, Pensionat, Nonnenwerth, bei Rolendseck, Rheinprovinz, Germany [131A]

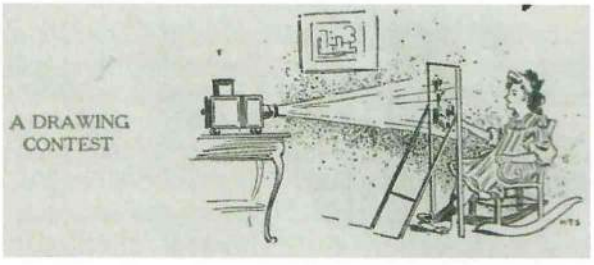


Figure 47B

"Drawing Contest" "Suggested by" Mr. H. L. Alderman, 506 Market St., Greensboro, N.C. [131A]

Advertisements gave short synopses of "an endless variety of holiday entertainments" such as "Who's Who at the Family Reunion" by projecting baby pictures, childhood pictures, and wedding pictures of older relatives for a guessing game.[132]

Other advertisements enticed readers with a 10% discount coupon (Figure 48) and to "Send for our beautiful free booklet '*Mirroscope Entertainments*' today" *[italics original]*. "This contains many novel methods of entertaining with the Mirroscope as suggested by Mirroscope enthusiasts from all over the world..."[133]

CUT OUT THIS COUPON—IT HAS A CASH VALUE.

Present coupon to any dealer mentioned above and you will be given a discount of 10% from the catalog price of any 1912 model Mirroscope purchased.

This applies only to 1912 models.

Also ask dealer for beautiful free booklet, "Mirroscope Entertainments," suggested by Mirroscope enthusiasts from all over the world. Contains many unique and novel methods of entertainment and instruction.

Free when coupon is presented.

DEALER—FILL IN STYLE AND PRICE OF MIRROSCOPE SOLD—Style: _____ Price: _____

Figure 48. Cleveland Plain Dealer, *1911*

The Mirroscope tied in with the newly available hobby of amateur photography, proclaiming "Every Owner of a Camera Needs a Mirroscope,"[134] "Review Your New York Trips at Home with the Mirroscope,"[135] while yet another reads "Live Over Your Vacation with the Mirroscope improved 1912 Model. You can live over the happy days of your summer outing and make the long winter evenings bright for your family and friends."[136] And who among us has not enjoyed a "bright" winter evening looking at photos of someone else's vacation; the modern improvement is that now one can spread their vacation photos instantaneously.

Use for sing-a-longs were featured in full page magazine advertisements: "Illustrated Songs Burlesqued in the Home with the Mirroscope," "Improved 1911 Model" and "A GALE of laughter will greet the singing of this song or any others, in your home, before your family and friends if you illustrate it in burlesque with the Mirroscope."[137]

As we will see, the Mirroscope continued to be manufactured long after the Buckeye Stereopticon Company ceased to exist and the name lived on even further.

After the End

The Mirroscope Company was established in 1912 with $ 10,000 in capital,[138] six months before the bankruptcy notice of the Buckeye Stereopticon Company.

Yet in October, 1913, Chilton's Automobile Directory listed the Buckeye Stereopticon Company under the categories of "Mirrors, Dashboard," "Polishing, Buffing & Plating," and "Stampings" so it seems the former company name remained in use for some period of time, at least for advertising purposes. [138A]

In 1914 capital of the Mirroscope Company was increased to $ 50,000,[139] shortly followed in April 1914 with the factory ownership transferred from T.A. McCaslin to the Mirroscope Company [140] then the same day to the First Trust and Savings Company.[141] The president of the Mirroscope Company was Nathan Emil of St. Louis with G. W. [Furth] Secretary-Treasurer.[142]

The Mirroscope company continued to heavily advertise the "new Mirroscope" with the "improved" 1916 model in the fall/winter of 1915 for Christmas: "Dull evenings are unknown when there's a *New Mirroscope*," "bright boys and girls everywhere are giving their own picture shows...," and "Isn't that a Dandy Present...for Christmas, bringing fun for months to come."[143]

In 1916 the Mirroscope Company was advertising for help, "Drill Press Hands. Good money for skillful operators" at the Waterloo Road location.[144] By 1916, and perhaps earlier, the "Bailing Tie Buckle" company operated in the same factory as the Mirroscope Company,[145] manufacturing a patented tie buckle and baling wire.[146]

In 1920 the Bailing Tie Buckle Company merged with the Mirroscope Company to create the United Stamping and Machine Company, with capital stock of $ 267,000.[147]

Then in March 1921 the factory ownership was transferred from the First Trust and Savings to the United Stamping and Machine Company.[148] G. A. Furth, the former Secretary-Treasurer of the Bailing Tie Buckle Company and the Mirroscope Company, became President. Mirroscopes continued to be marketed as documented by an illustration of a *Mirroscope INSTRUCTION BOOK and Suggestions for ENTERTAINMENT* [emphasis original] listing the Metal Stamping and Manufacturing Company, Cleveland, Ohio.[111]

By March 1923 action was started by G. A. Furth for the Cuyahoga Common Pleas Court to appoint a receiver for the United Stamping and Machine Company and in October 1923 the United Stamping and Machine Company was sold in receivership for $90,000 to John Schultz.[149] The factory operated as a metal stamping facility first under the name The Metal Stamping and Manufacturing Company with president Hunter Morrison then by 1940 as Morrison Products Inc., which is a thriving business today (Figure 49).[150]

Once again, the story seemed to end.

Figure 49. Morrison Products Inc., Cleveland, OH

The former factory of the Buckeye Stereopticon Company, undated

The front portion (count three windows back on the side) was an addition between 1926 and 1936.

The original factory can be seen in the rear, with its boiler stack.

But the Name Lives On...

In another twist to this convoluted tale, in 1920, 8 years after voluntary bankruptcy of the Buckeye Stereopticon Company, 6 months before Mirroscope Company merged, and 3 years before United Stamping and Machine dissolved, we find the Mirroscope name being used by the Alexander Mirroscope Company in New York, New York selling 1,000 shares of preferred stock for $10 per share and common stock at $5 per share.[151] And what is this Mirroscope – a parking light billed as "the 'Third Eye' of the Automobile"[152] and rear view mirrors with a patent "covering all inside drive mirrors" (Figures 50-52).[153] Read on for the possible connection to the original Buckeye Stereopticon/Mirroscope Company.

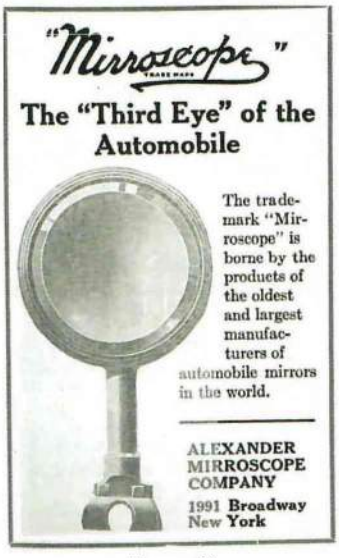

"Mirroscope"
TRADE MARK
The "Third Eye" of the Automobile
The trade-mark "Mirroscope" is borne by the products of the oldest and largest manufacturers of automobile mirrors in the world.
ALEXANDER MIRROSCOPE COMPANY
1991 Broadway New York

Figure 50

"The 'Third Eye'...." The Automobile Trade Directory, *1921*

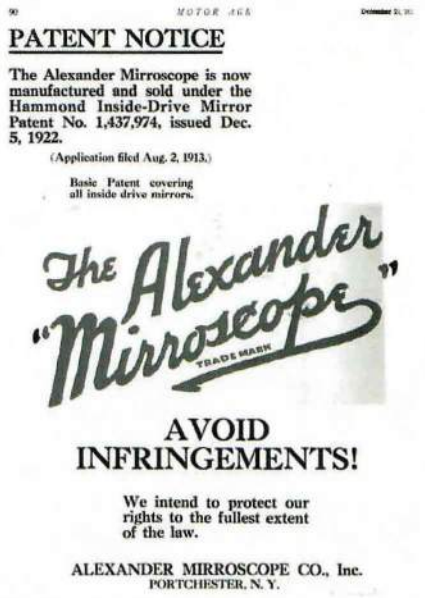

PATENT NOTICE
The Alexander Mirroscope is now manufactured and sold under the Hammond Inside-Drive Mirror Patent No. 1,437,974, issued Dec. 5, 1922.
(Application filed Aug. 2, 1913.)
Basic Patent covering all inside drive mirrors.
The Alexander "Mirroscope"
TRADE MARK
AVOID INFRINGEMENTS!
We intend to protect our rights to the fullest extent of the law.
ALEXANDER MIRROSCOPE CO., Inc.
PORTCHESTER, N. Y.

Figure 51. "The Alexander Mirroscope...Basic Patent covering all inside drive mirrors," Motor Age, *1922*

Figure 52

"MIRROSCOPE $ 1.25 at ... 85c," The Times-Tribune, *1923*

Stock sales continue in 1921 with identical advertisements in at least four area newspapers during May of that year, billing it as "a safe investment" with a bonus of one free share of common stock with every two shares of preferred stock purchased.[154]

Yet once again in just three years bankruptcy was filed with liabilities of $395,146 and assets of $30,670 in September of 1924. The article went on to say "a few weeks ago ... plans provided for new blood, new capital, and an international market ... Enlarge its operations so as to give employment to double its former force."[155] Such was not the case.

Yet the name lived once more, with the New Mirroscope Company of America, Inc. purchasing the assets of the Alexander Mirroscope Company of Port Chester, NY just one month later. It noted "The Mirroscope Company is the largest exclusive manu-

facturer of rear vision mirrors ...having been established in 1907."[156]

Does this 1907 date refer all the way back to the Buckeye Stereopticon Company that started in 1905 or even the Bronson-Walton company, when they made rear-view mirrors for automobiles, mirrors which they were still manufacturing in 1913 after both companies were bankrupt?

Regardless, by this time rear-view mirrors were required in 24 of the 48 states[157] and the vice-president and treasurer of this new Mirroscope company was no less than James Firestone Barnet, yes, James' mother was one of *the* Firestones of the Firestone Tire and Rubber Company, Akron, Ohio. James Barnet is listed as "formerly chairman of a subsidiary company of the Firestone Tire and Rubber Company."[158] Believing now the future of manufacturing Mirroscope rear-view mirrors was secured, this research project was mercifully ended.

The Buckeye Legacy lives on through the Mirroscope

It is not known if The Metal Stamping and Manufacturing Company/Morrison Products Inc. continued to manufacture the Mirroscope/Buckeye Stereopticon post card projectors, but "Mirroscopes" continued to be advertised in newspapers through at least 1934. With no image or manufacturer typically listed in these later advertisements, it is impossible to know what the devices really were or who made them.[159]

The last advertisement found to date with an illustration of a "mirroscope" that looks like an original Buckeye Stereopticon design was in 1930.[160]

There were other devices advertised as "mirroscopes", but included an image that clearly showed they were not modeled off the original mirroscope, such as a combination magic lantern and "mirroscope"[161] and even what is clearly illustrated as a toy magic lantern "...complete with slides."[162]

What becomes apparent is that the term "mirroscope" entered into common use to describe any type of magnifying device or the act of viewing something magnified whether for scientific purposes "physicians can watch the little white warriors [corpuscles] ... under the mirroscope,"[163] ...or just the common vernacular in the cartoon *Dash Dixon* "High in the palace, the Dragon Queen has been watching the battle in her mirroscope." [164]

The name was appropriated for other devices, including a "patented inside electrical sign,"[165] "...new illuminated advertising...Mirro-O-scope,"[166] and "Brilliant electric ad display. A "third dimension" sign."[167]

Other applications included the "Mirroscope Spectacle", an "optical device to increase visual acuity by 250 per cent...,"[168] "Mirroscope as Miracle Worker, Dr. W. C. Feinbloom's invention Permits Kiddies to see,"[169] and "Dr. [William] Feinbloom device for those partially blind."[170]

Indeed, the term "mirroscope" became a lexicon used in a range of applications, evidenced in the suggestion to name a new weekly news magazine "The Mirroscope – It reflects the world's activities."[171]

After its brief seven year existence, the legacy of the Buckeye Stereopticon Company is not its stereopticons, slides, or even the mirroscope itself, but the lexicon of the term embedded in American culture for the first quarter of the 1900's.

Endnotes

[1] https://morrisonproducts.com/about/our-history/

[2] *A History of Cleveland, Biographical, Illustrated*, Volume III, 1910, pages 746-747.

[3] *The Cameron County Press,* [Emporium, PA], Volume 38, No 27, August 27, 1903, Page 4.

[4] *The Cameron County Press,* [Emporium, PA], Volume 38, No 28, September 3, 1903, Page 1.

[5] *The Cameron County Press,* [Emporium, PA], Volume 38, No 29, September 10, 1903, Pages 1 & 5.

[6] *The Cameron County Press,* [Emporium, PA], Volume 40, No 2, March 2, 1905, Page 1.

[7] *The Cameron County Press,* [Emporium, PA], Volume 40, No 3, March 9, 1905, Page 1.

[8] *The Cameron County Press,* [Emporium, PA], Volume 40, No 46, January 4, *1906, page 1.*

[9] *The Cameron County Press,* [Emporium, PA], Volume 40, No 47, January 11, *1906, page 1.*

[10] The Emporium Opera House was built circa 1885 as a roller skating rink. By 1898 a stage was added and it became known as the Opera House with a new front façade added. At the time of this photo in 1929, an extensive renovation had taken place with a new lighted marquee and re-decorated front façade resembling a "Moorish Temple". At the time of McCaslin's magic lantern pageants, the Opera House was described thus in the 1905 *Julius Cahn's Official Theatrical Guide*, pages 765-766: "Emporium, Population 3,200, Emporium Opera House, Butler & Co. managers, seating capacity 800, proscenium width 27 feet, height 18 feet. Footlights to back wall 32 feet. Curtain line to footlights 4 feet. Distance between side walls 50 feet. Height to rigging loft 16 feet. 6 grooves. Theatre on ground floor. Printing required, 5 stands, (8) 3-sheets, (15) I-sheets, (20) ½-sheets. Express office, Adams. J. W. Clark, bill poster. Newspapers – weekly, Thursday. Hotels – Warner House $ 1.50 per day, Commercial Hotel, $

1, City Hotel, $ 1.25. Railroads – W.N.Y. & P.R.R., P. & E. R. R. Thomas Gallegar, T. R. Lyons baggage drayman." History of the Opera House provided by the Cameron County Historical Society with special thanks to Susan Hoy.

[11] For a detailed description of these pageants and information about their producer, Mrs. H.E. Monroe, see *Rhodes Opera House Fire Revisited,* Magic Lantern Gazette, Volume 35, No. 1, June 2023, pages 9-15. Endnote numbers were inadvertently omitted from the printed Gazette. Photos of the tragedy published in the Gazette article were provided by the Editor, not the author. The article with complete endnote numbers and references can be viewed or downloaded at https://archive.org/details/magic-lantern-society.

[12] *The Book of Clevelanders: A Biographical Dictionary of Living Men of the City of Cleveland*, Burrows Brothers Company, 1914, page 172.

[13] *A History of Cleveland Ohio - Biographical - Illustrated*, Volume II, The S. J. Clarke Publishing Co, 1910, pages 549-550.

[14] *The Cameron County Press*, [Emporium, PA], Volume 34, No. 35, October 26, 1899, page 5.

[15] *The Cameron County Press,* [Emporium, PA],documents visits home to his parents on 6/27/1901, Volume 36, No. 18, page 5; 8/7/1902, Volume 37, No. 24, page 5; 8/20,1903, Volume 38, No. 26, page 5 and 6/16/1904, Volume 39, No. 17, page 5.

[16] *The Cameron County Press*, [Emporium, PA], Volume 38, No. 19, July 2, 1903, page 1.

[17] *Cleveland Marriage Record*, December 29, 1909, page 176.

[18] *The National Corporation Reporter*, "New Corporations", Vol. XXXI, No. 11, November 2, 1905, page 364.

[19] *Cleveland Directory*, The Cleveland Directory Company, 1906, page 229.

[20] *Talking Machine World*, Volume II, No. 12, December 15, 1906, page 59.

[21] The three corner suites on the north end would have had sweeping views down E 9th Ave of the lakefront.

[22] *The Schofield Building*, Cleveland Historical.org, Natalie Neale, September 27, 2017, and clevelandhistorical.org.

[23] *Glimpses of Greater Cleveland And Some Old-Time Views*, The Whitworth Brothers Company, 1906, pdf page 33.

[24] Tan, Michael, CRM Companies, *StudiCRM, Warreen Red collaborate on The Schofield,* February 23, 2016.

[25] *The Schofield Building – The Humblest of Hotels*, Sandvick Architects [Historic Preservation Consulting], November 13, 2019, sandvickarchitects.org.

[26] After The Schofield building was designed and built by Levi Schofield. Schofield was the architect and sculptor for the majestic [American civil war] Soldiers and Sailor's Monument located on Public Square in downtown Cleveland, 1894, and the Gothic style Ohio State Reformatory, Mansfield, 1884, which was the set of the 1994 movie *The Shawshank Redemption.*

[27] The Schofield building had an infamous beginning: Built on the site of the Schofield family home, first Schofield's sister Mary E. Field objected claiming Levi did not have legal right to the property deeds. Then in the first month of construction, April 1901, a worker fell and was badly injured. While Schofield was arrested for not providing temporary floors, he complained that he was being treated as a "common pickpocket" and a "rogue." Schofield then somehow managed to blame the City's building inspector saying it was the inspector's responsibility to put in temporary floors and Schofield was acquitted. Later that fall of 1901 another worker fell and the building inspector tried again to have Schofield arrested, but the Mayor intervened, telling the Police Director not to serve the warrant and threatening to revoke the inspector's certification. Finally, after a lumber derrick accident that resulted in no injuries, the building was completed in 1902. The original cost was $206,000 with 156,000 square feet.

[28] The Schofield Building was restored and renovated into a boutique hotel over 2013-2016, at a cost of $50 million, after attempts to start the restoration stalled in 2009. The original façade was hidden by ill-suited 1969 asbestos/mineral-enamel panels, followed by another ill-suited 1980 grey-granite/metal/glass façade, completely hiding the original intricate terra-cotta. The terra-cotta was painstakingly restored to its grandeur by a manufacturer that was founded in 1889, the Boston Valley Terra Cotta, Buffalo, New York. Now the story-tall terra-cotta SCHOFIELD name at the 11th floor can be seen on the east façade as well as the carved letter S's on the newel posts of the stair. Certainly Schofield's name cannot be forgotten.

[29] Author's personal visits, September 2019 and August 2022.

[30] Image courtesy Jeffery Smith, Principal Director, Joinery Architecture + Design [formerly STUDIOCRM], Architect and Interior Designer for the 2013 Renovation/Restoration.

[31] *Cleveland City Directory*, Cleveland Directory Company, year ending August, 1907, page 208.

[32] Sanborn Fire Insurance Map of Cleveland, 1896, Sheet 305.

[33] *Cleveland City Directory*, Cleveland Directory Company, year ending August, 1908, page 209.

[34] *Cleveland City Directory*, Cleveland Directory Company, year ending August, 1909, page 909.

[35] Sanborn Fire Insurance Map of Cleveland, 1896, Sheet 306.

[36] *Cleveland Directory*. Cleveland Directory Company, year ending August, 1907, pages 315, 2078, 2153 and 2224.

[37] *Cleveland Directory*. Cleveland Directory Company, year ending August, 1910, page 826.

[38] *Cleveland Directory*, Cleveland Directory Company, year ending August, 1911, page 963.

[39] *The American Stationer*, Volume LXIX, No 7, February 17, 1912, page 24.

[40] *The Iron Age*, June 12, 1902, page 53.

[41] *The Iron Age*, January 2, 1890, page 30, referencing *Scheeler & Sons*, Buffalo, NY, page 67, advertisement for Bronson Supply Company, Cleveland, OH, and 51 Cliff Street, New York [NY].

[42] *Cleveland Plain Dealer,* [Cleveland, OH], Ohio Corporations Special to the Plain Dealer, March 24, 1900, page 6.

[43] City of Cleveland Land Records, Deed No. 245259, Recorded Jun 18, 1901, purchased 2-5/10 acres on Sackett Ave, Village of Nottingham, in Cuyahoga County, east side of Cleveland, in the neighborhood of Collingwood.

[44] Sanborn Fire Insurance Map of Cleveland, 1903, sheet 529.

[45] *Cleveland Plain Dealer*, [Cleveland, OH], October 27, 1901, page 12.

[46] *Cleveland Plain Dealer*, [Cleveland, OH], September 28,1902, page 9.

[47] *The Iron Age*, May 8, 1902, Page 61; *Hardware Trade*, Volume 31-32, June 10, 1905, page 44; *The House Furnishing Review,* April 1905, pages 61, 131, 2111, 242, 278-279, 293, 321, 384 and 420.

[48] Sanborn Fire Insurance Map of Celeveland,1906, Sheet 538 added in July, Volume 4B.

[49] *Cleveland Plain Dealer*, [Cleveland, OH], Treasurer of Cuyahoga County Delinquent Tax list, January 11, 1909, page 3B, tax due $ 171.17 and *Cleveland Plain Dealer*, [Cleveland, OH], December 14,1909, page 13.

[50] *Cleveland Plain Dealer*, [Cleveland, OH], June 14, 1910, page 11.

[51] *Cleveland Directory*, Cleveland Directory Company, year ending 1910, page 909 and year ending August, 1911, pages 206 and 2031.

[52] *Cleveland Plain Dealer*, [Cleveland, OH], December 14, 1910, page 6: This railroad is the famed "water level route" with the "line of the fewest curves and easiest grades…you can sleep," with twelve daily passenger trains from New York to Cleveland to Chicago. It is heavily used yet today, including the route of Amtrak's *Lake Shore Limited* from New York City to Chicago. The Lake Shore and Michigan Southern railroad was founded in 1833.

[53] Sanborn Fire Insurance Map of Cleveland,1906, Sheet 538 added in July, Volume 4B, lists building sizes and uses, and lists "Waterloo Road N.E. (Sackett Ave.)."

[54] The "Collinwood Line" was the only streetcar line used by the USPS Cleveland Circuit R.P.O. from 1908-1919; it transferred mail between seven east Cleveland post offices nine times a day. Traveling past USPS Station H on St. Clair Avenue, the line extended to Waterloo Road and turned around at the "Sackett Loop," one-half mile from the factory. The "Sackett Loop " was presumably named after Sackett Ave, the original name of Waterloo Road. http://www.tundria.com/trams/USA/Cleveland-1946.php.

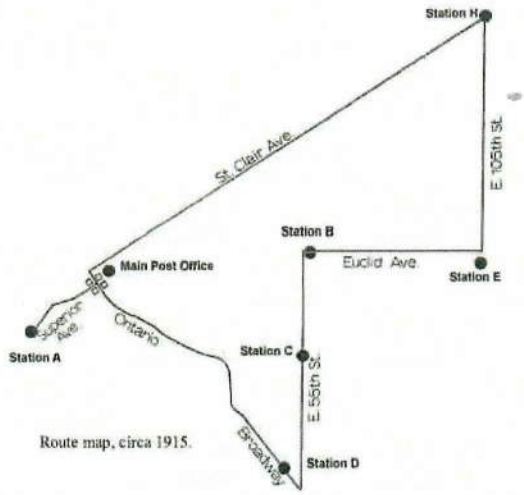


Figure 53. Route of Collinwood Streetcar Line with Post Office stops, circa 1915

[55] *Cleveland Plain Dealer*, [Cleveland, OH],September 25, 1910, page 22.

[56] *Cleveland Plain Dealer*, [Cleveland, OH], September 25, 1910, page 21.

[57] *Cleveland Plain Dealer*, [Cleveland, OH], September 20, 1911, page 12.

[58] *Good Housekeeping Magazine*, July, 1911, page 102.

[59] *Hardware Dealers Magazine*, January, 1912, page 226

[60] *Dayton Herald*, [Dayton, OH],September 2, 1911, page 15 and *Statistical Report of the* [Ohio] *Secretary of State*, Year ending November 15, 1911, filed September 2, 1911, "Capital Stock" increased "$ 25,000," with "present amount $ 75,000," page 72.

[61] *Cleveland Plain Dealer*, [Cleveland, OH], February 25, 1912, *page 6C,* March 17, 1912, page 4B, and March 24, page 12, corrected March 26, 1912, page 12.

[62] *Cleveland Plain Dealer,* [Cleveland, OH], April 14,

1912, page 16.

[63] *Annual Report of the President and the Treasurer of Oberlin College* 1909-1910, December 30, 1910, page 385, $ 5,000, and 1911-1912. November 15, 1912, page 389, $ 4,500.

[64] *Sears, Roebuck and Co.*, catalogue, 1911, page 815.

[65] *Cleveland Plain Dealer,* [Cleveland, OH], Novem ber 13, 1912, page 5.

[66] *The Cleveland Leader*, [Cleveland, OH], "Buckeye Co. Asks Relief," November 13, 1912, page 12.

[67] *Cleveland Directory Company*, year ending August, 1912, page 1108.

[68] *Cleveland Directory Company*, year ending August, 1911, page 151 and *Cleveland Directory Company*, year ending August, 1912, page 825

[69] *Cleveland Directory Company*, year ending August, 1913, page 1119.

[70] *Cleveland Directory Company*, year ending August, 1913, page 1011.

[71] Many of the Walter McCaslin's family were interred in Lakeview Cemetery, Cleveland, OH: Walter L., Walter's wife Amelia M. Robinson McCaslin, cousin Andrew McCaslin, uncle Reverend David McCaslin, Aunt Dorothea G. Rinehart McCaslin, Aunt Jennie Manwaring McCaslin, father and mother Reverend Robert McCaslin & Mary Jane "Jennie" McKee McCaslin, and Uncle Thomas A. Brother Thomas A. (Jr) McCaslin, who moved to Pottstown, PA, is interred in Mount Zion Cemetery, just outside of Pottstown, PA.

[72] *Cleveland Plain Dealer*, [Cleveland, OH], June 3, 1958, page 32.

[73] *Biographical Annals of Montgomery County, Pennsylvania*, T.S. Benham and Company & The Lewis Publishing Company, 1904, as referenced on mygenealogyhound.com.

[74] *Pottstown Mercury*, [Pottstown, PA], January 1, 1951, page 1.

[75] *Pottstown Mercury*, [Pottstown, PA], January 3, 1951, page 5.

[76] *Pottstown Mercury*, [Pottstown, PA], September 28, 1942, page 10.

[77] *A History of Cleveland Ohio Biographical Illustrated*, Volume II, The S. J. Clarke Publishing Co, 1910, pages 549-550.

[78] *Cleveland Plain Dealer*, [Cleveland, OH], November 19, 1936, page 6.

[79] *Cleveland Leader Dealer*, [Cleveland, OH], November 5, 1903, page 5.

[80] *Cleveland Plain Dealer*, [Cleveland, OH], July 7, 1903, page 5.

[81] *Cleveland Plain Dealer Magazine Section*, [Cleveland, OH], The Fee System – The Bonanza Era of Cleveland Politics, December 29, 1935, page 3.

[82] *The Cleveland Leader*, [Cleveland, OH], August 11, 1913, page 2, and *The Cleveland Leader*, [Cleveland, OH], August 8, 1913, page 1; *The Celina Democrat*, August 8, 1913, page 1.

[83] *Cleveland City Directories:* 1913, page 1011, Business Utilities Company; 1914, page 997, Vice-president/treasurer Ken Publishing Co; 1915, page 1054, Salesman F. R. Morison; 1916, page 1015, not listed; 1917, page 1109, sales manager Mead Electric Signal Co; 1918, page 1055, not listed.

[84] *Best's Life Insurance Reports*, 1913, page 636-637.

[85] *Cleveland City Directory,* 1922, page 1721.

[86] *Cleveland Plain Dealer*, [Cleveland, OH], September 3, 1941, page 17.

[87] *Proceeding of the National Convention Mutual Life Underwriters*, Chicago, Illinois, 1918, pages 45-48.

[88] *The Sandusky Star-Journal*, [Sandusky, OH], Rotarians Hear Insurance Plan, January 24, 1922, page 2.

[89] *Piqua Leader Dispatch*, [Piqua, OH], September 20, 1913, page 4; *Coshocton Daily Times* [Coshocton, OH], August 7, 1913, page 3; *The Celina Democrat* [Celina, OH]. August 8., 1913, page 1

[90] *Cleveland Plain Dealer*, [Cleveland, OH], September 3, 1941, page 17.

[91] Buckeye Stereopticon Catalog D, circa 1906-1910, 5 pages with pull-up insert in slotted cover. Images are of a reproduction catalog created by the author based on downloaded color images. Catalog single page measures 3-1/2 inches wide by 6 inches tall.

[92] The Little Buckeye Stereopticon, Model A, Author's collection.

[93] The *Expositor and Current Anecdotes, Church Building Edition*, Volume XI, No. 1, October 1909, page 691.

[93A] *Twenty Suggestions For An Evening's Entertainment with the Mirroscope (LITTLEeBUCKEYe) [sic] PROJECTOR*, brochure, page 4, circa 1909, courtesy the John Gallaro collection.

[94] *British Journal of Photography*, July 14, 1911, "Projection Apparatus No. 13,081, May 30, 1910, A. Thornton, 38 Chancery Lane, London, W.C., for the Buckeye Stereopticon Company, Cleveland, Ohio, U.S. A." and *The Canadian Patent Office Record,* Volume XXXVIII, 1911, NO 13,081, Thornton, A. A, May 30, 1910.

[95] *Sears, Roebuck, and Co.*, catalogue, Fall 1909, page 298.

[96] *Sears, Roebuck and Co.,* catalogue, 1911, page 815.

[97] *American Thresherman*, June, 1907 page 6.

[98] *Cleveland Plain Dealer*, [Cleveland, OH], July 25, 1913, pages 1 and 14.

[99] Idential slides lists in *Sears, Roebuck and Co.*, Catalogue, Fall 1908, page 281 and Fall 1909, page 298.

[100] The Lion Hunter, set of 11 of 12 slides in original box, offered on eBay, Fall 1999 for $ 325, remained listed as of March, 2023 for $ 290.

[101] Paul et Virginie, set of 10-12 slides in original box, courtesy the collection of Mary O'Hornett, Magic Lantern Society Facebook page posted May 2, 2022.

[102] Scans courtesy of eBay seller jrstev-20, twelve slide set in original box.

[103] Theobald slide sets can be viewed at www.luikerwaal.com.

[104] *American History* set with original box are now in the author's collection, purchased from James Stevenson's daughter in 2023. The provenance is that the slides were originally owned by the father of James Stevenson, the seller's grandfather, who was born in the late 1800's and the slides remained in the family for three generations.

[105] Japan Set, set of 12 slides in original box, author's collection.

[106] Stereopticons: *Cleveland City Directory*, year ending August 1911, page 2031 and year ending 1912, page 2024, Photographers: *Cleveland City Directory*, year ending 1910, page 1281.

[107] *Cleveland City Directory*, year ending August 1910, page 430, "Fair, Dr., Veterinary Remedy Co., Dr. W. C. Fair, Propr., 5712-5714 Carnegie ave. near E. 55th, S.E. Both phones."

[108] *Cleveland City Directory*, year ending August 1910, page 592, "Hanger Chirstian F carriage mnfr 5706 Carnegie ave. SE"

[109] *Cleveland City Directory*, year ending August 1910, page 200, "Buckeye Stereopticon Co., THE, Walter L. McCaslin, Pres., 5804 Carnegie av., SE; Tel. Cent. 3178W"

[110] *Cleveland Plain Dealer,* [Cleveland, OH], February 5, 1910, page 5.

[111] Wells, Kentwood, "Postcard Projectors: The new Magic Lanterns for Boys?," *Magic Lantern Gazette*, Volume 22, Number 3, Fall, 2010, pages 8-17, 23. The article can be viewed or downloaded at https://archive.org/details/magic-lantern-society

[112] *Gryer's Stationary*, Vol 46, No 1145, October 15, 1908, page 35; *The Literary Digest*, November 21, 1908, page 781; *The Literary Digest*, January 2, 1909, page 37; *The Literary Digest*, January 16, 1909, page 112 and *The Literary Digest*, February 6, 1909, page 229.

[113] *Morning Oregonian*, [Portland, OR],February 23, 1908, page 6.

[114] *Official Gazette of the United States Patent Office*, October 12, 1909, Filed July 23, 1909: "Mirroscope" Serial No. 43,709; January 18, 1910, Filed September 27, 1909: "Mirrograph" Serial No. 44,986, Page 815; December 28, 1909, Filed September 27, 1909: "Mirro-opticon" Serial No. 44,987, page 1110, "Mirrojector" Serial No. 44988, page 1110, and "Mirrodak" Serial No. 44,989, page 1110.

[115] *Canadian Patent Office Record*, March 1910, No. 14525, March 3, 1910, page 905.

[116] *The Literary Digest*, September 4, 1909, page 356.

[117] *The Dry Goods Economist*, September 11, 1909, pages 66-67.

[118] *The Dry Goods Economist*, September 4, 1909, page 106.

[119] *Morning Examiner*, [Bartlesville, OK], January 12, 1912, page 8; *El Paso Herald*, [El Paso, TX], December 8, 1909, page 14; *The Salem News*, [Salem, OH], December 22, 1911, page 5; *Burlington Hawk Eye*, [Burlington, IA], December 18, 1908, page 7; *Chicago Sunday Examiner*, [Chicago, IL], December 19, 1909, page 3; *Galveston Daily News*, [Galveston, TX], October 25, 1908, page 10; *Plainfield Daily Press*, [Plainfield, NJ], November 29, 1909, page 2; *The Morning Oregonian*, [Portland, OR], March 11, 1909, page 6.

[120] *The Morning Examiner*, [Bartlesville, OK], January 12, 1912, page 8.

[121] *Everyman*, December 20, 1912, page 315.

[122] *L'Exportateur Américain, December 1912, page 157.*

[123] *Philippines Education,* April 1910, page 2.

[124] *Rod and Gun in Canada [Woodstock, Ont],* December 1909, page 57,advertisement by The Canadian Electric Novelty Company [Toronto, ON], ; *Victoria Daily Colonist*, [Victoria, BC], December 20, 1911, page 22, advertisement by Thomas Plimley Co.

[124A] *Twenty Suggestions For An Evening's Entertainment with the Mirroscope (LITTLEeBUCKEYe) [sic] PROJECTOR*, brochure, page 16, circa 1909, courtesy the John Gallaro collection.

[125] *The American Stationer*, July, 3, 1909, page 801 and *Twenty Suggestions For An Evening's Entertainment with the Mirroscope (LITTLEeBUCKEYe) [sic] PROJECTOR*, brochure, page 18, circa 1909, courtesy the John Gallaro collection.

[126] *The Daily Times*, [New Philadelphia, OH], November 12, 1909, page 4 and *Twenty Suggestions For An Evening's Entertainment with the Mirroscope (LITTLEeBUCKEYe) [sic] PROJECTOR*, brochure, page 12, circa 1909, courtesy the John Gallaro collection.

[127] *Victoria Daily Colonist*, [Victoria, BC], advertisement by Thomas Plimley Co., December 20, 1911, page 22 and *Twenty Suggestions For An Evening's Entertainment with the Mirroscope (LITTLEeBUCKEYe) [sic] PROJECTOR*, brochure, page 22, circa 1909, courtesy the John Gallaro collection.

[127A] *Twenty Suggestions For An Evening's Entertainment with the Mirroscope (LITTLEeBUCKEYe) [sic] PROJECTOR*, brochure, pages 2-3, circa 1909, courtesy the John Gallaro collection.

[127B] *Facts About the Mirroscope and Detailed Directions on how to Operate Successfully*, brochure, 12 pages, circa 1909, courtesy the John Gallaro collection.

[128] Catalogue E scans courtesy Ohio History Connection, ohiohistory.org, 32 pages. Images are of a reproduction catalog created by the author from scanned color images provided by Ohio History Connection. Catalog single page is 6 inches high x 9 inches wide. It states "The Mirro is now entering its fifth year"...with "the 1912 models" documenting that the Buckeye Stereopticon Company considered 1908 that starting year of the Mirroscope.

[129] *Cleveland Plain Dealer*, [Cleveland, OH], Mail Order Section, November 19, 1911, page 48.

[130] *McClure's Magazine*, Volume XXXII, No 4, February 1909, page 64b.

[131] *Morning Examiner*, [Bartlesville, OK], November 23, 1911, page 2.

[131A] *Twenty Suggestions For An Evening's Entertainment with the Mirroscope (LITTLEeBUCKEYe) [sic] PROJECTOR*, brochure, pages 13 and 19, circa 1909, courtesy the John Gallaro collection.

[132] *Dry Goods Economist*, September 11, 1909, page 66.

[133] *Cleveland Plain Dealer*, [Cleveland, OH], December 17, 1911, page 16.

[134] *The Delineator*, July, 1909, page 458.

[135] *New York Standard Guide*, Foster & Reynolds Co., 1907, Page 85.

[136] *Saturday Evening Post*, October 14, 1911, page 60.

[137] *Cosmopolitan*, November 1910, page 123.

[138] *Statistical Report of the* [Ohio] *Secretary of State*, Year ending November 15, 1912, Mirroscope Company, filed May 22, 1912 "Stereopticon Machinery" with "Capital Stock" of "$10,000," page 24.

[138A] *Chilton Automobile Directory,* October, 1913, pages 202, 220, 252, and 264. Buckeye Stereopticon Co., The, Cleveland, O., Polishing: Nickel, brass, copper & silver plating, Special Work: Die work & japanning.

[139] *Statistical Report of the* [Ohio] *Secretary of State*, Year ending November 15, 1914, Mirroscope Company, filed March 30, 1914, "Capital Stock" increased "$ 40,000," with "present amount $ 50,000," page 62.

[140] Cuyahoga County Recorder's Office, Recorded April 7, 1914, Pages 565-566.

[141] Cuyahoga County Recorder's Office, Recorded April 7, 1914, Pages 566-567.

[142] *Cleveland City Directory*, Cleveland Directory Company, year ending August, 1914, page 1110.

[143] *The Youth's Companion*, November 11, 1915 page 596, November 18, 1915, page 625, and December 2, 1915, page 657.

[144] *Cleveland Plain Dealer*, [Cleveland, OH], April 12, 1916, page 14.

[145] *The Barrel and Box*, Volume XXI, No. 1, March 1916, page 98.

[146] *The Barrel and Box*, Volume XVIII, No. 12, February, 1914, page 3.

[147] *The Iron Age*, January 29, 1920, page 382.

[148] Cuyahoga County Recorder's Office, Volume 2463, Recorded March 10, 1921, Page 97.

[149] Cuyahoga County Recorder's Office, Volume 2928, Recorded July 17, 1924, page 637-639.

[150] The Metal Stamping and Manufacturing Company: Sanborn Fire Insurance Map of Cleveland, 1926, Sheet 34 and 1924 Cleveland City Directory, established 1923 with $ 150,000 capital, Hunter Morrison, President. Morrison Products Inc. Sanborn Map Fire Insurance Map of Cleveland, 1936; Sheet 34. Sanborn Fire Insurance Map of Cleveland, 1952, Sheet 34. Ohio Secretary of State business records recorded initial incorporation on September 19, 1923 and on April 7, 1940 changed its name to Morrison Products. Cleveland City Directory, 1940, page 793, products listed as "Airstream Blowers" and "Metal Stampings and Assemblies." No traces of the original structures remain; the site has a newer structure housing Morrison Products, Inc. In 1923 the focus was on metal containers and automotive parts, adding blower wheels after the 1930's, and specializing in air-moving equipment starting 1962. The company remains in business and celebrated its 100th year in 2023, reference morrisonproducts.com/about/our-history. In addition to the original site of the former Buckeye Stereopticon Company, it has added manufacturing facilities in Georgia, Texas, and Mexico. The current Morrison Products building at 16900 South Waterloo Road, Cleveland, Ohio can be viewed on Google street view.

[151] *The Daily Long Island Farmer,* [Long Island, NY], December 20, 1920, page 8

[152] *The Automobile Trade Directory*, November, 1921, page 587.

[153] *Motor Age*, December 21, 1922, page 90.

[154] *Lancaster Examiner-New Era*, [Lancaster, PA], May 24, 1921, page 8; *Pottstown Republican*, [Pottstown, PA], May 18, 1921, page 3; *Oil City Derrick* [Oil City, PA], May 18, 1921, page 11; and *The Daily Register* [Redbank, NJ], May 25, 1921.

[155] *Port Chester Daily Item, Port Chester, NY*]. September 27, 1924, page 9.

[156] *The Brooklyn Standard Union, [Brooklyn, NY],* December 28, 1924, page 15.

[157] *American Blacksmith and Motor Shop*, "The Mirroscope Company No. 3," April 1925, page 37.

[158] *The Glass Industry*, "The Mirroscope Company of American, Inc." Vol 5, No. 10, October 1924, Page 200.

[159] *Fitchburg Sentinel,* [Fitchburg, MA], August 28, 1934, page 9; *The Ottawa Citizen,* [Ottawa ON], December 24, 1930, page 18; *Democrat & Chronical,* [Rochester, NY], December 17, 1929, page 11; *The Pantagraph,* [Bloomington, IL], December 24, 1929, page 5; *The Saint Louis Star and Times,* [St. Louis, MO], November 16, 1927, page 6; *The Springfield Daily News-Sun* ,[Springfield, OH], November 25, 1926, page 3; *The Independent-Record,* [Helena, Montana], March 1, 1925, page 10; *The Independent-Record,* [Helena, MT], December 21, 1924, page 14; *The Central New Jersey Home News,* [New Brunswick, NJ], December 17, 1923, page 5; *The Windsor Star,* [Windsor, ON], November 30, 1923, page 22.

[160] *The Minneapolis Journal,* [Minneapolis, MN], November 21, 1930, page 3.

[161] *The Winnipeg Tribune,* [Winnipeg, MB], December 19, 1930,page 26.

[162] *Durham Morning Herald,* [Durham, NC], December 14, 1924, page 11.

[163] *The News,* [Patterson, NJ], November 29, 1937, page 46.

[164] *Colfax County Call,* [Schuyler, NE], May 11, 1939, page 6.

[165] *The Philadelphia Inquirer,* [Philadelphia, PA], October 14, 1940, page 30.

[167] *Chicago Tribune,* [Chicago, IL], May 28, 1923, page 34.

[167] *The Star Press,* [Muncie, IN], September 22, 1935, page 23.

[168] *Edmonton Journal,* [Edmonton, AB], July 6, 1934, page 7.

[169] *The Expositor*, [Brantford, ON], July 7, 1934, page 4.

[170] *The Jewish Press,* [Omaha, NE], July 13, 1934, page 1.

[171] *Daily News,* [New York, NY], February 27, 1924, page 60.

Gorham's Kaleidoscopic Color Top

The color top was supplied with twelve black discs with perforated patterns and strings appended, six circular discs of white, black, green, yellow, red and blue, five graduated scales of white, green, yellow, red and blue, six heart-shaped scales of white, black, green, yellow red, and blue, two party-coloured discs and one black zone composed of two half-rings or semizones.

The top was supplied in a plain mahogany box with directions for use at 1 Guinea (£1/1/-) or in superior box for the drawing room at £1/5/-. Extra perforated discs were available for 5/- (five shillings) per dozen.

For instructions on operating see Jim Vendeland's new book!

A New Book on Kaleidoscopes

Our member Jim Vendeland has just published a new definitive book on the history of kaleidoscopes and has asked us to include this description of it:

"The Atlas you see before you is one of a kind. I know of no other book dedicated exclusively to displaying the beauty of antique 19th century kaleidoscopes. And what is it that has attracted me (and hopefully you) to these antique wonders? There are many fine artists alive today who create kaleidoscopes of great beauty. But I have been drawn to the 19th century and the inception of these instruments. This attraction and appreciation goes far beyond what I experienced as a child when I was exposed to a toy kaleidoscope. I held it in my hands, looked through it, shortly lost interest, and went on to the next toy.

As an adult I can appreciate the efforts of skilled craftsman such as Sir David Brewster and Charles Bush; who were able to create these beautiful instruments that make you clamor for more.

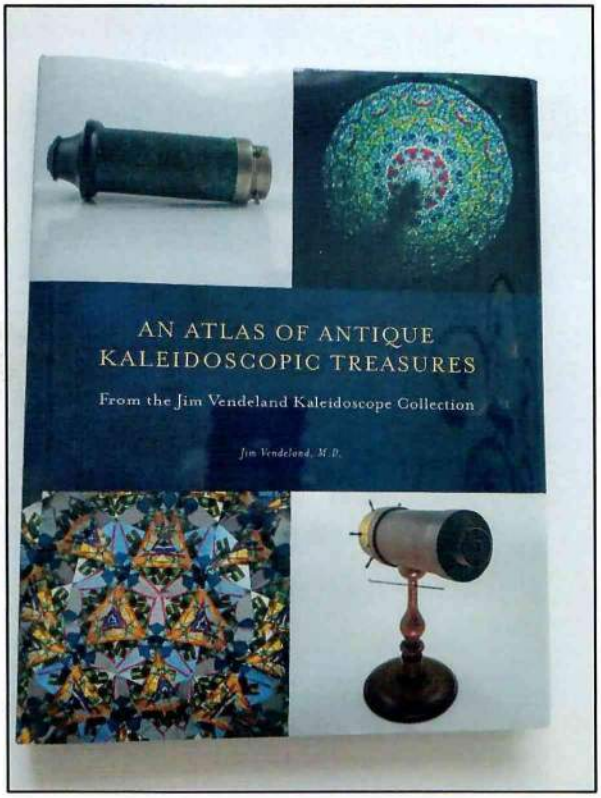
This is a book about antique instruments. Almost all were created prior to 1900. I have arbitrarily divided the book into sections highlighting the creations of Brewster and Bush. Additionally, there is a portion about early toy kaleidoscopes. Most are not in the best condition having been ravaged by the passage of time, cheap materials, and poor care by their owners. Their chances of surviving intact were very remote.

I have also included a section of kaleidoscopic anomalies such as the Gorham kaleidoscopic color top and an Edwardian kaleidoscope in a box! These anomalies are distant relatives of the kaleidoscopes with which we are familiar.

A section on the amalgamation of the kaleidoscope and the magic lantern projector is also included. This joining of the kaleidoscope and magic lantern projector evolved prior to the advent of the motion picture industry.

And finally, I thought a trivia quiz with answers should be included in this book. Its purpose is to whet the reader's appetite for seeking out more information on kaleidoscopes and perhaps to even acquire one or two of them.

For me, the creation of this Atlas has been a most enjoyable journey and a labor of love. I do hope that after reviewing this book, you the reader will also share the pleasure of these instruments as I have."



Jim's book, together with other works of his, is available for pre-order on Amazon and no doubt other on-line book dealers. It is priced at US$60, is in hard back and should be available on July 1st, according to their web site. It will also be available from Amazon Canada.

If anyone would like to review it for a future edition of the Gazette, we should be pleased to hear from you.

Power your lantern with Acetyline Gas

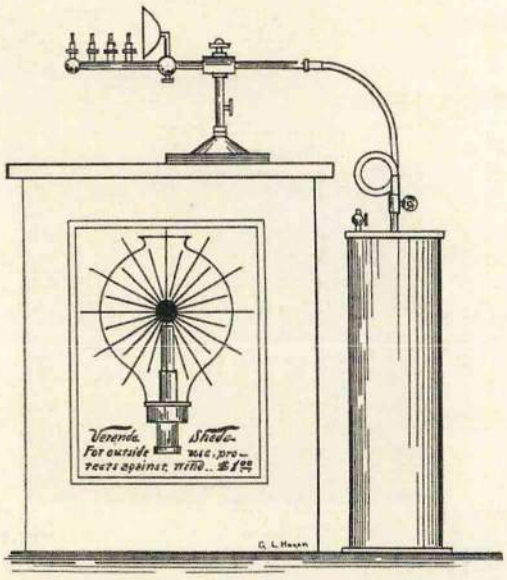
The Electro Gas Lighting Company of America, manufacturers of Acetylene Gas Apparatus under Hogan patents, of Baltimore, Maryland (the largest manufacturers of acetylene apparatus in the United States) advertised in their 1899 catalog a new way of illuminating magic lanterns (and 'projectoscope' living picture machines) using Acetyline gas. They hadn't actually decided how exactly to spell the word, but were confident that their apparatus was totally safe.

The Manager was G L Hogan and they were located at 109 Equitable Building in Baltimore MD. It seems that Mr Hogan was both the patentee and the manager, but there is no indication of the size of the company.

There is no direct conversion from candle power to electrical Watts, as they are measuring different types of light, but approximately, 1000 CP = 900 Watts.

APOLLO JR. GENERATOR.
FOR STORES, CHURCHES, RESIDENCES, OFFICES, &C.
FROM 1 TO 12 LIGHT CAPACITY.

PROJECTOSCOPE AND MAGIC LANTERN OUTFIT.



The above cut represents our new projectoscope and lantern outfit, suitable for living picture machines and magic lanterns. Very handy for transportation and simple to operate, gives a very strong light.

No. 1,	100	candle	power,	complete,	$15.00
" 2,	200	"	"	"	20.00
" 3,	500	"	"	"	30.00
" 4,	1000	"	"	"	50.00

On the Distribution of Slides

In the course of his dissertation, Ron Easterday mentions the distribution of slides and how it was done. One way was by printing several copies on a full plate glass at the photographic or other studio and distributing these to individual slide sellers, who would dice them up as 3¼" square or 3¼" x 4" as required, add cover glasses and tape binding, labels etc. The images shown here show an uncut glass with four identical images on it, and one of them with a suitable mask and cover glass temporarily overlaid. These are 1/6th plate positive images measuring 2¾" x 3¼" ready for dispatch to a slide distributor. Shipping would have been considerably less expensive this way than by shipping the same four images as fully assembled slides.

The Purposes of The Society shall be:

To establish an organization of people and entities interested in the collection, possession, conservation, restoration and maintenance of Magic Lanterns, Lantern Slides and related materials;

To encourage members to share their knowledge of Magic Lanterns, Lantern Slides and related materials with any interested persons or entities;

To coordinate research, catalogue material and disseminate information about the history, uses, development and preservation of Magic Lanterns and Lantern Slides; and

To promote exhibitions and/or shows utilizing Magic Lanterns, Lantern Slides and related equipment, in known methods of use in as historically accurate a manner as possible.

Magic Lantern Society of US & Canada (abbreviated to MLS herein) and Editorial Policy.

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Note: As a Society, MLS does not give valuations nor takes responsibility for advice or guidance, nor implies any form of guarantee for the accuracy or consequences arising from information so given.

The Magic Lantern Calendar

Events

May 15-18, 2025, ***Tintypes, Telegraph and Magic Lantern Shows,*** Matt Schnittker at the Columbia Diggins 1852, Columbia State Historic park, Columbia, CA 95310.

May 15, 2025, ***Songlines of Greenwich: Art of the Magic Lantern,*** repurposes pre-cinema projection equipment to create a new live performance piece for contemporary audiences, bringing together heritage research, drawing, socially engaged art practice, standup performance and story telling. Woolwich Station (Elisabeth Line), Dial Arch Square, Major Draper Street, Woolwich, London SE18 6GD, England.

Jun. 19 - 20, 2025, ***Im Zauber Des Lichts, Bilderwelten der Latera Magica,*** exhibition with shows of slides by Bottcher (19th) and 18th century slides and Bottcher's Soiree (20th), Freilichtmuseum Hessenpark, Laubweg 5, 61267 Neu-Anspach, Germany.

Jul. 2 – 4, 2025, ***The World at a Glance: Panoramic and Peep Technologies,*** 34th Conference of the International Panorama Council, Calouste Gulbenkian Foundation, Lisbon, Portugal.

Jul. 17 – 31, 2025, ***Harper Thursday and the Magic Lantern,*** a theatrical adventure, this enchanting production invites families to embark on a journey filled with wonder and imagination. The Common Room, Newcastle upon Tyne, NE1 1SE, England.

Jul. 19, 2025, ***Summer meeting,*** Magic Lantern Society (UK), Lacey Green Millennium Hall, Main Road, Lacey Green, HP27 0QN, Buckinghamshire, England.

Oct. 10-12, 2025, ***Magic Lantern Show,*** Matt Schnittker at Gold Rush Live at Marshall gold Discovery State Park, 310 Back Street, Coloma CA 95613.

Oct. 18, 2025, ***Autumn meeting,*** Magic Lantern Society (UK), Swedenborg Hall, 20-21 Bloomsbury Way, London WC1A 2TH, England.

Through 2025, ***Project Space Residency,*** featuring Melissa Ferrari, Visual Studies Workshop, 31 Prince Street, Rochester, NY 14607.

Jan. 25, 2026, ***2026 Annual General Meeting,*** Magic Lantern Society (UK), Musical Museum, Brentford, London, England.

Sundays through Thursdays, ***Salem on Foot: Magic Lantern Tour,*** rare and strange images projected upon shadowy walls and darkened streets, bringing life to tales of ghosts and witchcraft and murder. Derby Square, Downtown Salem, MA.

Exhibits

Ongoing, ***Te Manawa Magic Box,*** hands-on learning for all ages, Te Puawananga Science and Technology Centre, Museum of Transport and Technology, 805 Great North Road & 98 Motions Road, Western Springs, Auckland 1022, New Zealand.

Ongoing, ***Kent Museum of the Moving Image,*** newly exhibit about World War One in film and media, and Peeping and Projecting looking at peephole cinema. Stanhope Road, Deal, Kent CT14 6AD UK.

Through Aug. 17, 2025, ***Words and Wonder: Rediscovering Children's Literature,*** a rare look at juvenilia including magic lantern slides from Aesop's Fables, Harry Ransom Center, University of Texas at Austin, 300 West 21st St., Austin, TX 78712.

Apr. 2025, ***MiniCine,*** a multimedia installation giving children the opportunity to playfully explore the world of moving images using devices such as the magic lantern, Taartrovers, Buiksloterdijk 398, 1034 ZH Amsterdam, Netherlands.

Through Dec. 28, 2026, ***Im Zauber Des Lichts, Bilderwelten der Latera Magica,*** an overview of children's slides production in Germany with examples from the beginnings in the 1780s to the 1930s, with children's lanterns from the same period, with their boxes, Freilichtmuseum Hessenpark, Laubweg 5, 61267 Neu-Anspach, Germany.

Through Dec. 29. 2025, ***Im Zauber des Lichts – Bildrewelten der Laterna Magica: Magic Lantern and Toy Lantern Slide exhibition,*** Freilichtmuseum Hessenpark, Laubweg 5, 6126 Neu-Anspach/Taunus, Germany.

Online

Magic Lantern Research Group, Learn about, collaborate on academic research. Monthly on Zoom, 2nd Thursday, 7:00 alternating with 2nd Sunday, 4:00. Contact Terry Borton: tborton@magiclanternshows.com

Magic Lantern Performing Group, Improve your skills every other Wednesday on Zoom. Contact Terry Borton: tborton@magiclanternshows.com

Media History Digital Library, https://mediahistoryproject.org/collections/magic-lantern/ Magic lantern ephemera.

De Luikerwaal Dutch Virtual Museum, https://www.luikerwaal.com/ Magic lantern history, pictures, stories.

Lucerna – the Magic Lantern Web Resource, online database collaboration covering all aspects of magic lanterns. http://lucerna.exeter.ac.uk/

The Museum of American Magic Lantern Shows, 5-minute intro, 10-minute Highlights Tour, 30-minute In-Depth Tour and Kids' Page. www.magiclanternmuseum.com

To add your magic lantern show, exhibition, or other event to our calendar, or to list your show for potential bookings, drop a line to briandrogers@gmail.com.